## Company, Limited

The Usual Prices Obtain On An Unusual Range of Dress Fabrics

TSecond Day of PenangleCashmere Hose
TravellingGoods for Women, Low Pris
Sols


Discovering the Blanket Sale
for Women, Low Priced

 Fancy Neckwear










 The Speed Specials


BUSINESS AS USUAL
A writer in the "London Daily Mail" suggests that the Nation's motto at the present moment motto at "Business As Usual."
should be "Busin "The Spectator"says: "That is sound common sense and true patriotism. There is not loss of health or happiness be 'speeded up' by some fifteen or twenty per cent. If we all-men, women and children-resolve to work harder and better than before, we shall very soon overtake the losses of war. They, are superficial things if the spirit survives. This is the spirit of old England where almost everybody is hard hit. How mach more should we in Canada, far removed from the seat of war and only indirectly feeling any effect of it, be speeded up to harder work and better work than eve
vades the Simpson store.
New Autumn Serge Suits for Misses New Autumn Serge S uits for
and Women $\$ 10.00$

 and

## For Women of Fuller Figure

 hem with smart, well-made germenits has iteen a study well what a range we have to offer.
NEW FALL DRESSES IN SERGE AND SILK. For medium and stout figure, are specially priced at $\$ 6.75$ and
$\$ 10.50$. Materials are paillette, in shades of black, navy, myrtle and $\$ 10.50$. Materials are paillette, in shand black; new models,
saxe, and imported serges in navy and
long tunics becomingly trimnted. Tuesday $\$ 6.75$ and $\$ 10.50$. long tunics becom Women. We show particularly good styles with
Skirts for Heavy Women turks, and there is
long tunics or tunic effects. oormed by deep turk
tuck long tunics or ounc enfects, some ornamnted with buttons; a splendid
quite a range of others,
quality serge skirt, in black o
navey with waist bands, 29 to 35 in in., Other good styles in larger
 Other good styes
skirs, with pleated th
Prices $\$ 4.25$ to $\$ 7.50$.
"Speeding up" Business in the Women and Children's Wear








## New Trimmed Millinery

 New Hrimmed Milinery

## Crepe Maternity Gowns





## Specials in Clothes for Business Men

## 













