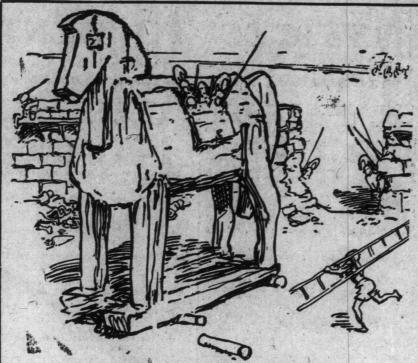
Store Opens at 8.30 a.m.

The Robert Simpson Company, Limited

Store Closes at 5.30 p.m.



STRATEGY

If we can believe the story of the Siege of Troy, it must have been a great deal easier to "put one over" at that time than it is today. The only strategy that counts in our present war against high prices is simply an intensified form of the same persistent energy on the part of managers and staff that has built up this business. We offer you not necessarily the cheapest things, but ALWAYS THE BEST VALUE FOR YOUR MONEY.

If this is the sort of strategy that you appreciate, you'll be very much interested in this pageful of supreme values for tomorrow.

A Bargain Day in Women's Wear Section \$1.50 TO \$2.50 CORSETS TO CLEAR WEDNESDAY FOR

A general clearance of small balances of several of our best lines.

A size or two missing in the range of each style. Nearly 600 pairs newest style Royale, La Deesse, D. and A., and C. C. a la Grace, fine white coutil or batiste, low or medium bust, long below waist, rustproof boning, fine lace or embroidery trims, bust draw cords; sizes in the lot 18 x 27 inches. Regularly \$1.50 to

Phone orders taken. 300 Women's Nightdresses, a pretty high neck style, in fine white flannelette, yoke has 16 small tucks and two rows silk insertion, ruche finished, with narrow ruffle of goods; large full sizes; lengths

GIRLS' NEW FALL DRESSES LESS THAN HALF PRICE. 120 only, made in a pretty honeycomb weave of fancy colored dress fabric, brown or navy effects, trimmed with velvet yoke, straps

and pipings and clear glass buttons; waist and sleeves lined, pleated skirt; sizes 7 to 13 years. A beautiful dress. Regularly \$3.00 each. Wednesday, each 1.39 WOMEN'S HYGEIAN UNDERWEAR, HALF PRICED.

Women's "Hygeian" Vests, fine ribbed white cotton, wooltex finish, high

700 Women's Black Equestrienne Tights and Drawers, heavy black ribbed cotton, guaranteed fast color, ankle length; tights have elastic band; drawers finished with sateen band; sizes 32 to 38. Regularly 50c each, Wednesday, The Third Floor Ready-to-wear Sections have prepared this exceptional

Mantle Offerings Tomorrow

The season for coats, suits and heavier dresses brings some very interesting specials in the Cloak and Suit Department. Small lots and infinite variety make these low-priced specials quite a different thing from the selling of a hundred coats or suits of one style. You can be individual in your wardrobe without running into unnecessary expense. Among Wednesday's best are:-

New Model Suits, some silk lined, in black and navy cheviots, at 8.65 Balmacaan Coats, of bear and blanket cloths or tweeds, at 3.95 Other Coats in Balmacaan, sports and cape styles. \$12.50 to \$15.00 val-

orduroys, excellent styles and a color range of black, navy and Copenhagen. \$5.50 value, for 3.49

Women's Boots \$1.99

Other Skirts of tweeds and worsteds. \$2.50 value, for 1.39

450 pairs, in Blucher, button and lace styles; fine kid and calf leathers, in black, dark tan, chocolate and red; handturned, flexible soles; English and Cuban heels; cloth, dull kid and matt calf tops in the lot; plain and toecap vamps; widths B, C, D and E; sinzes 21/2 to 8 in the lot. Regularly \$3.00 to \$5.00. Wednesday 1.99

Women's Fine Kid Boudoir Slippers, Wednesday 99c. 600 pairs, in blue, black, red, pink, chocolate and mauve colors; padded elk soles; quilted insoles; silk pom-poms; sizes 2 to 7.

Boys' and Youths' Boots, Wednesday \$1.69 and \$1.99. 380 pairs, in Blucher style; dark tan calf, gunmetal calf and box kip leathers; strong duck lining. Youths', sizes 11, 12, 13, regularly \$1.99, Wednesday \$1.69; boys', sizes 1 to 5½, regularly \$2.85, Wednesday \$1.99.

Women's First Quality Rubbers at bargain prices Wednesday. Storm Rubbers, regularly 75c, for 47c; city rubbers, regularly 65c, for 43c; tan city rubbers, regularly 90c, for 49c. All

shapes of toes and heels; all sizes.

Millinery Specials Wednesday

50c to \$1.00 Wings and Fancy Feathers. Clearing our tables. Clear-

Flannelette Kimono Gowns \$1.19

Imported Moire Petticoats, 69c—In black, navy and emerald, 44 inches at hips, flounce of knife and box-pleating, lengths 36 to 42. Wednesday 69 Out-size Sateen Petticoats, \$2.00— Mercerized sateen, in black only, extra

Have Your Eyes Tested

Reliable advice given as to their exact condition by our Optical Department without charge. Glasses, when neces-sary, with white metal frames, \$1.00 and over. Gold-filled glasses, \$2.50 and over.

Toilet Goods Sale

Canes 98c 100 only, light and dark woods, in opera or crook styles, Sterling silver mounts or bands. Regularly \$1.50 to \$2.50. Wednesday.

UMBRELLAS. Tape edges, silk mixed covers, handle with metal mounts. Special 1.3

Electrical Specials

DOMESTIC ELECTRIC IRONS. Make further use of the Electric Lamp Socket and get a "Guaranteed Forever" Electric Iron. It is beautifully nickel-plated, weighs 6½ lbs., and does not require a stand. Complete with 6 ft. of cord and plug ready for attachment. Regularly \$4.50. Wednesday 2.89 ELECTRIC TOASTERS.

Makes two pieces of delicious, crisp toast at the same time, fully guaranteed Complete with 6 ft. cord and attachment plus. Regularly \$4.50. Wednesday.. 2.89 ELECTRIC PORTABLE TABLE LAMPS. No phone or mail orders for Portable

TRUNKS AND SUIT CASES.

Large Tourist Trunks, canvascovered, hardwood slats, sheetiron bottom, outside strap, heavy brass bumpers, bolts and lock, fitted with two trays, top tray and dress tray, sizes 32, 34, 36 in., for 5.00

\$1.00_SUIT CASES_\$1.00 Strong Keritol Suit Case, made

on steel frame, metal corners, strong handle, brass lock and catches, sizes 24 and 26 inches, for 1.00

STORE DIRECTORY. Transfer and Ticket Office—Main Floor, Centre and Basement. Foot of Central Stairway. Inquiry and Adjusting Office— Centre of Ground Floor. Parcel Check Office, Telegraph and Telephone Service—Basement

and Telephone Service-Base Ladies' Rest Room and Writing Room—Third Floor. Soda Water Fountain-Basement Dining-room and Tea-room-Sixth Floor.

Men, Get Your Overcoat Wednesday

Sale of Men's Balmacaan and Slip-on Fall Coats at \$12.95—Regular values \$20.00, \$22.00 and \$25.00. Hand-tailored coats made for the best trade. Cut loose, with full sleeves and well draped skirt, from Scotch tweeds in browns and gray and brown mixtures. Also a number in English cravenetted cloth in dark grays, and single-breasted, buttoned through, young men's overcoats, with belted back, close fitting, made from English blue cheviot. Some have silk linings throughout, some twill mohair, and some with silk saddle and bound seams.

Sizes 34 to 39. Wednesday 12.95 Conservative Fall Overcoats—Many men want a fall weight coat that is

in brown and grays, in quiet stripe pattern, cut on good fitting, single-breasted lines, buttoning through, patch pockets, cuffs on sleeves and silk sleeve linings. BOYS' BLUE SERGE SUITS, \$5.75. 26 00

MEN'S SOFT HATS.

In the high crown shape, siightly tapered and sunk in at top. Plain bands and bindings or contrasting colors, in navy, seal brown, slate, bay, green or

New Silks and Velvets

From American and European sources come these wonderful fabrics for fall.

White and Black Striped Silks—Full range of widths, spaced from ½ to ½-inch, in weaves of satin, crepe Shantung, and crepe de chine, \$1.00, \$1.500 and \$2.00 per yard.

New Roman Stripes and Plaids—Literally dozens of new, striking designs and colorings in satin, taffeta, foulard and paillette; \$1.00, \$1.25 and \$1.50 per yard.

Wide-width Roman Plaids, in messaline and taffeta, 40 inches wide. Wednesday, per yard

Plain and Ripple Silk Crepes, \$1.24, \$1.50 and \$2.00 per yard.

French Novelties, the most beautiful fabrics ever shown in our Silk Department. Prices \$5.00 to \$15.00 per yard.

A BARGAIN IN VELVET SUITING CORDS.

4,000 yards of 22, 24 and 27 inch woven and Terry cords and 1,000 yards twill-back chiffon velveteens, 50c to 65c qualities on sale

38

Semi-Porcelain Dinner Sets \$7.25

97 pieces; fine, clear white ware, with floral decoration, \$10.75 value, for Real China Dinner Sets, 97 pieces, pretty shape; dainty pink deco Hand-painted Japanese China Whipped Cream Bowls, with ladle and plate.

Hand-painted Japanese China Salad Sets, 13 pieces. \$2.00 value, for per Richly cut glass of Canadian manufacture, handsomely cut Water Sets, large

Sugar and Cream Sets, several patterns, deep, rich cutting. \$3.25 value, for, per set 2.15

Wednesday Graniteware Sale

Thousands of pieces of undamaged wares

BREAD PANS FOR MAKING BREAD.

Some Heavy Cuts in Bed Prices Iron Bedstead.

white ename finish, brass caps neatly designed Regularly \$3.00. Wednes-Iron Bedstead. white enamel finish, top rails are arch shaped heavy molded husks, 3.6 size only. Regularly \$6.75. Wednesday 4.95 Iron Bedstead, in white enamel, continuous top rail, brass rod at head and foot; 4.6 size only.

Regularly \$7.75. Wednesday 5.10 Iron Bedstead, in white enamel finish, heavy posts, top rails and husks, brass rails and spindles at head and foot ends, in 4.6 size only. Regularly

lacquer; in all sizes. Regularly \$12.00. Wednes-Mattress, centre is filled with best curled seagrass, heavy layer of jute felt at both sides, well

bottom, neatly tufted, and covered in high-grade art ticking. Regularly \$3.75, for 2.45

Mattress, filled with all pure elastic cotton felt, carefully selected, roll-stitched edges, tufted and covered in fine art ticking; all sizes. Regularly \$7.50. Wednes-

11.30 to 2 p.m.
Selected from Our Daily Menu for Today's Dinner. BREAKFAST—Ready to serve promptly at 8.30. Our special Club Breakfast at 20c is very satisfactory. Take Queen street elavators.

Dinner 25c

Men's Furnishings Wednesday MEN'S SHIRTS.

Several odd and broken lines of Shirts to be cleared. Regularly

MEN'S COMBINATIONS.

Men's Natural Merino Combinations, fall weight; closed crotch; all sizes 34 to 44. Regularly \$1.25 and \$1.50. Wednesday

MEN'S SWEATER COATS. Men's Heavy and Extra Heavy Pure Wool Sweater Coats; several different styles; all sizes and colors. Regularly \$5.00 and \$6.00. Wednesday to clear 3.95

PICTURE FRAMING.

The opening of our new stock of moulding of various woods and finishes includes a special showing of Mission Oaks, Walnuts, Rose-wood and Infaid Veneers. Also many new designs in antique gilt finishes, for the framing of water colors, oil paintings, photographs, prints, etc. We also make a specialty of regilding old frames and resilvering old mirrors. Phone Picture Department for prices.

The every-day parlor-living room requires special papers that are serviceable, economical, decorative and easy to match up with general furnishings. We will be pleased to show them.

Blake's Hand-made Blinds-No ugly seams or bad joints; no off shades; soft clouded effects. Sanitary oil color may be wiped with damp cloth in brown wood shades, green, warm orange, Dutch blue. Wall room lots \$7.20

Straps and Friezes to match blinds, 20c to \$1.70 yard.

Soft Tapestries, Fabrics, Florals, Stripes, Corduroys, Pebbles, Tweeds, Leatherettes, Metallics, in warm browns, grey tans, blue and tan, blues, greens, mottles, da-masks, cretonnes. Per roll, \$1, 90c, 75c, 65c, 50c, 35c, 25c.

Cork Velours, Scotch and American, 30 inches wide, in 27 shades of browns, buffs, greys, blues, reds, greens—make beautiful effects; 8 rolls covers a goodsized room. Reduced price per

English Corks, 19 and 21 in. wide, good colorings, best stock. Regular 25c roll. Wednesday. 11

Straps and Friezes for plain walls for living and dining rooms. Per yard, 5c, 8c, 10c, 12c, 15c

WEDNESDAY SPECIALS.

2360 rolls Imported Papers for living rooms, halls or dining rooms, assorted designs and colorings, clean up of over 20 lines. Regular 50c roll. Wednesday. .26 2250 yards Strapping and Friezes, assorted colorings. Regular 8c 10c yard. Wednesday 04 15c yard. Wednesday 07 All decorative borders cut out free during October. Fifth Floor.

The Grocery List TELEPHONE DIRECT TO DEPART.

MENT, ADELAIDE 6100.

FRESH ROASTED COFFEE, PER POUND, 27c.

The Robert Simpson Company, Limited

fillers;

As a re

fered