

Store Opens at 8.30 a.m. The Robert Simpson Company, Limited Store Closes at 5.30 p.m.

Four Millinery Items

1st—At \$5.00—Trimmed Hats.
 2nd—At \$1.75—Black Velvet Hats.
 3rd—At 75c—Fancy Ostrich Mounts.
 4th—At \$1.75—Ribbon Trimmed Hats.

Each one of these items is big enough to supply a sensational sale value, but the four together make this a unique day in our mid-week business.

Item 1—Black Velvet Shapes, trimmed on the newest styles with bands, feather mounts, flowers and ribbons. Wednesday 5.00
 Item 2—320 Black Velvet Shapes in eight different sailor styles, all in glossy finish, made from superior black velvet. Wednesday 1.75
 Item 3—1,000 Fancy Mounts, including samples and small lots from one of the best makers. Regularly \$1.25 and \$1.50. Wednesday .75
 Item 4—Velour Finisheg Hats, ribbon trimmed in black, navy, tan and sage; dressy and serviceable hats for misses and young women. Wednesday 1.75

\$1.50 Petticoats 79c

Of cotton messaline, and extra quality imported sateen, in black, emerald, tango, king's blue, Copenhagen and mahogany; knife and box pleated flounce; all sizes in the lot. Regularly \$1.50. On sale Wednesday, .79 8.30 a.m. No phone or mail orders.

For the Convenience of Visitors

The Rest and Writing Room (3rd Floor).
 Restaurant and Palm Room (6th Floor).
 Package Checking Desk (Basement).
 Information Office (Main Floor).
 Telephone Booths (All Floors to 4th).
 Telegraph Office (Basement).

Make the above your headquarters during your stay in the city.

Gunmetal Mesh Bag \$1.29

150 only French Gunmetal Mesh Bags, 5 1/2-inch frame, ring mesh, shirred at frame; extra deep bag. Wednesday, 8.30 a.m. 1.29

Rugs at \$6.95 each

Some of them are nearly half-price; all of them extra good values.

Axminster Rugs, 5.3 x 7.6, 4.6 x 10.6 and 4.6 x 11.3; Seamless Imported Hair Brussels Rugs, 5.4 x 7.8; English Brussels, 6.9 x 9.0; Serviceable Wool and Union Rugs, in size 9 x 12; twelve attractive Wool and Fibre Seamless Rugs, 7.6 x 10.6. Wednesday at 8.30 a.m., each 6.95

For Warm Sleeping

The first skirmish line of the winter sweeps over the city in the small hours of the night—a warning to get your defences ready against more serious invasion. These Blankets and Winter Sheets are of guaranteed qualities, at prices as low as we have ever quoted.

White Flannellette Blankets or Winter Sheets, best Canadian quality; size 64 x 80; pink or blue borders. Sale price Wednesday, pair 1.19

THREE EXCEPTIONAL VALUES IN ALL WOOL BLANKETS WEDNESDAY.

White All Wool Blankets, made from long staple Canadian wool weight, 7-lb. size 68 x 84 inches. Regularly \$5.00. Sale price Wednesday, pair 3.89

Beautiful imported All Wool Scotch Blankets, finished and whipped singly, with pink or blue borders, size 68 x 86 inches. Regularly \$7.00 pair. Guaranteed thoroughly unshrinkable. Sale price Wednesday, pair 5.75

White Blankets, made in England, from a fine soft Saxony wool, closely woven and evenly napped, whipped singly; large size, 73 x 90 inches. Sale price Wednesday, pair 9.75

White English Satin Bedspreads, splendid designs, good washing and wearing quality; size 78 x 94 inches. Sale price Wednesday, 2.10

All Wool Grey Flannel, plain weave, 27 inches wide. Regularly 27c and 28c yard. Sale price Wednesday, yard22

Heavy White English Saxony Flannellette, 32 inches wide. Sale price Wednesday, yard10

New Model Corsets Less Than Half Price

Get these now before having your new fall dress or suit fitted. Every pair is of latest model, and made from excellent materials. Phone orders taken while they last.

300 Pairs "D. and A." Corsets, one of their very newest and fashionable models, finest white mercerized brocade, low bust, long hip-confining skirt, 4 garters, best rustproof boning, silk embroidery and ribbon trim. Best navy cord, a very beautiful corset; sizes 30 to 26 inches. Regular price \$4.00 pair. Wednesday, a pair 1.75

\$1.00 AND \$1.25 WOMEN'S UNDERWEAR, 89c.

Here's a big clearance of first quality, high-grade underwear for to-morrow's shoppers. The weight is just what you will want very soon now, and to-morrow's price is considerably less than manufacturers' cost. Phone orders filled only if received early.

Women's Sweater Coats, fine ribbed pure wool, white; vests have high neck, long sleeves, buttoned front; drawers are ankle length, closed style only; sizes 34 to 42 bust measure. Regularly \$1.00 and \$1.25. Wednesday .59

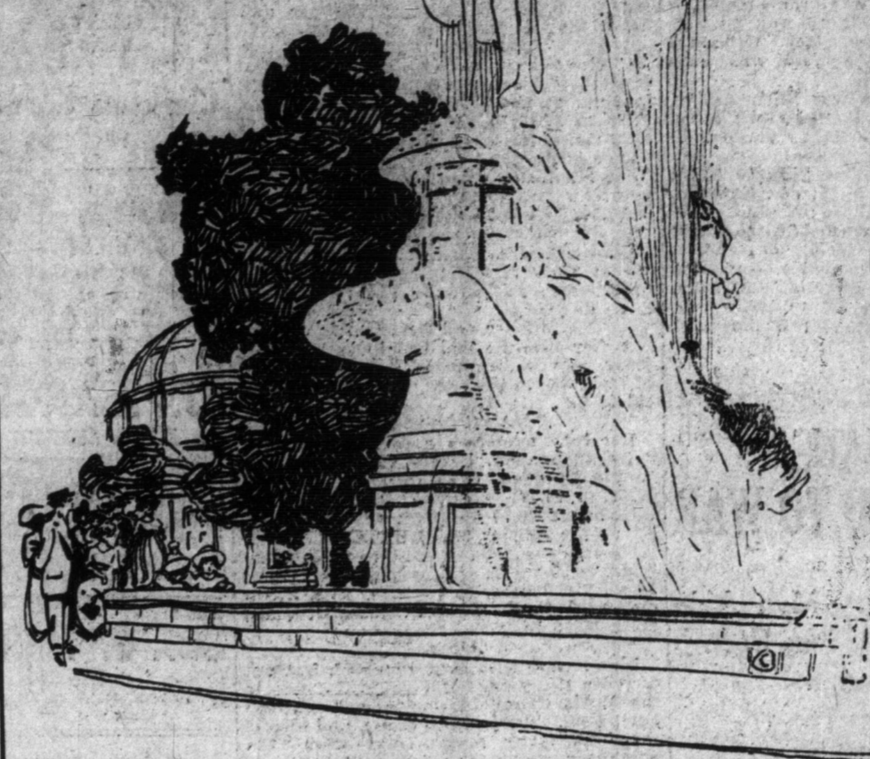
\$1.50 AND \$1.75 CHILDREN'S SWEATER COATS, \$1.00.

Several lines we have decided to discontinue are marked for quick clearance to-morrow at a time when the kiddies need these warm, comfortable garments most.

Children's Sweater Coats, medium or heavy fine pure wool, several styles of knit; cardinal, navy or white; patch pockets, pearl buttons, high turn-down collars; sizes 2 to 12 years in the lot, but not all sizes in each style. Regularly \$1.50 and \$1.75. Wednesday to clear 1.00

\$1.75 Corsets at 75c

Strong white batiste, low bust, very long hips and back; free hip bone; finest rustproof steels; four wide fine garters; skirt hook; fine embroidery and ribbon; bow trim; sizes 19 to 25 inches. Regularly \$1.75. Wednesday, 8.30 a.m.75



No Phone or Mail Orders for These Items

Shirts at 50c

300 Shirts. In the lot are several odd lines of summer outing shirts, with reversible or separate collar; soft, double cuffs, or starched cuffs; good designs; serviceable materials. Regularly \$1.00, \$1.25 and \$1.50. Wednesday, 8.30 a.m.50

Bleached Long-cloth 6 1/2c

3,000 yards, a mill clearance of all odd pieces and odd lots; assorted weights; all good, clean, strong cloths; yard wide. Wednesday, 8.30 a.m., yard 6 1/2c

No mail or phone orders.

Men's Wool Sweater Coats, \$3.50

Heavy weights, in splendid assortment; various shape collars for fall and winter wear; fancy and plain weaves; all sizes 34 to 44. Wednesday 3.50

MEN'S "BODY GUARD" UNDERWEAR.

Made from pure wool, Australian yarns, woven in with silk; beautifully soft, it will not irritate the skin; guaranteed unshrinkable; all sizes 34 to 44. Wednesday 2.50

COMBINATIONS.

Men's Silk and Wool Combinations, cream shade; splendid quality; closed crease; full fashioned; all sizes 34 to 44. Special Wednesday 4.00

GREY FLANNEL SHIRTS, \$1.00.

Of heavy grey (twill flannel), attached collar; absolutely all pure wool; has double sewn seams, a pocket, and is full size; all sizes 14 to 18. Special Wednesday 1.00

Sale of Imported Lingerie Blouses at \$2.50

REGULARLY \$3.95, \$5.00 AND \$6.50

All taken from stock, and consisting of broken sizes, styles we are not repeating, and all table goods that have become slightly soiled through showing. These are all up-to-the-minute blouses. Wednesday 2.50

33c Neckwear for 15c

Nottingham Net Yokes with sleeves; made of fancy Nottingham net; the yoke is square back and front, with collar; the edge of collar and sleeves are finished with fold of plain net; comes in ecru. Regularly 33c. Wednesday, 8.30 a.m. 15c

Before the Exhibition gates open on Wednesday, before the fountain begins to play, you can make the day memorable by availing yourself of Simpson Economies. Our buyers, with good courage, have made great provision for Exhibition business. Grouped around the fountain are a few sample items of the values which abound throughout the Store.

Let us all hear and take heed to the words of the Rt. Hon. Winston Spencer Churchill, First Lord of the Admiralty, in the Guildhall, London, September 4:

"You may rely with good confidence upon the strength and efficiency of our naval forces. That defence will enable you to live and work and draw the means of life and power from the uttermost ends of the earth."

Boots and Shoes at Reduced Prices

Men's \$4.00 Knee Rubber Boots, \$2.95. Highest grade, dull finished gum rubber Knee Boots; "made in Granby"; strongly reinforced, corrugated soles, and non-slip solid rubber heels. Sizes 6 to 12. Regularly \$4.00. Wednesday 300 pairs at 2.95

Family Rubbers, bright finish; fresh from the "Granby" factory; every pair perfect. Men's, sizes 6 to 12, 79c; boys', sizes 1 to 5, 69c; youths', sizes 6 to 13, 89c; women's, sizes 2 1/2 to 8, 59c; misses', sizes 11 to 2, 49c; children's, sizes 3 to 10 1/2, 39c. Telephone orders filled.

Men's Goodyear Welted Boots, \$2.95. 2,000 pairs men's box calf, gunmetal, dongola kid, patent colt and tan calf button and laced boots; single or double Goodyear welted soles; high or low heels; sizes 5 to 11. \$4.00 and \$4.50 boots. Wednesday at 2.95

The "Doctors' Favorite Boot, \$4.29. A full-fitting, waterproof boot; made from strong winter calf, with double Goodyear welted soles; either tan or black; sizes 6 to 11. Wednesday 4.29

Women's Boots, \$1.99. 800 pairs women's patent colt, tan calf, gunmetal, velours calf and dongola kid button and laced boots, in sizes 2 1/2 to 7. Regularly \$2.50 and \$3.00. Wednesday 1.99

\$2.50 and \$3.00 Shoes, in small sizes, 96c. 240 pairs, in sizes 2, 2 1/2, 3, 3 1/2 and 4 only; they are pump, strap and lace styles; all leathers. Regularly \$2.50 and \$3.00. Wednesday95

Stair Oilcloth 12 1/2c and 23c

Big new shipments just received in all the new designs of this serviceable stair covering:

Canvas Back, 18 inches wide, 12 1/2c; 22 1/2 inches wide, 17c.
 Painted Back Quality, 18 inches wide, 17c; 22 1/2 inches wide, 20c; 27 inches wide, 23c a yard.

7.8 x 9.0 AXMINSTER RUGS AT \$10.95.
 Mixed shades of tan, greens and browns; a motled or bit-and-miss centre; with Oriental border; size 7.6 x 9.0. Special, each 10.95

GRASS RUGS AT REDUCED PRICES.
 Closely woven; several good designs; in size 9 x 10. Special value, each 8.99

Quite Plain Rugs, in shades of green and red; size 9 x 12. Special value, each 6.09

SCOTCH TAPESTRY YARD.
 A splendid selection of new designs and colors just received, in these popular low-priced carpets; 27 inches wide. A yard65

The Larger Items of Your Fall Outfit

Smart suits, pretty dresses, becoming coats; all must undergo a price revision to qualify for a sale such as we outline for Wednesday. In every case the value is the first consideration. Come early for these specials.

A Special in Suits at \$7.95. For misses and women. Suits of serges, chevots, diagonals and tweeds. The coats silk lined, and tailored, or trimmed handseamly; a variety of tunic style skirts is offered; colors are navy, black, grey, Copenhagen and purple. An 8.20 value Wednesday, at 7.95

Half-price and Less on Coats Wednesday at \$9.95. Manufacturers' samples of the best high-class; made in the very latest styles, in fancy tweeds, plaids, ribbed, Teddy bear cloth, crepe cloth and broadcloth. There are cape, redingotes and Gageck coats; each one new and attractive. Wednesday rush price 9.55

A Clearance of Sample Dresses, Values \$10.00 and \$15.00, Wednesday \$7.65. This collection includes a splendid assortment of manufacturers' samples, in new fabrics and styles; imported dresses, wool brokades, velvets in plain or figured patterns, crepes and messaline slitters; caques, velvets in plain or figured patterns, crepes and messaline slitters; to match or in contrasting shades. To clear Wednesday 7.65

Sample Skirts, \$2.85. We have just received from the manufacturer 75 Sample Skirts, in a variety of smart styles, including long tunics; materials are serges, crepes, diagonals, black and white checks, and cords, in black, navy, tan, Copenhagen and grey. Usually \$5.00 to \$7.50. Wednesday 2.85

To Meet the Men's Clothing Needs

New Fall Overcoats—No better or more extensive range of men's fall weight overcoats can be assembled. They form our stock for autumn. Good style, reliable materials, and closest prices are here to recommend them to your notice.

Men's \$10.00 Fall Weight Overcoats, made from good English cheviot cloth, in dark Oxford grey, cut single-breasted, fly front Chesterfield style, linings of fine twill mohair. Sizes 25 to 44. Price 10.00

At \$13.50—The cloth is rich English cheviot, in dark Oxford grey. Cut in single-breasted, fly front, Chesterfield style, twill mohair linings; sizes 25 to 44. Price 13.50

Durward's English-made Fall Weight Overcoats, of posant-macke Donegal tweed in light grey, with a few color threads. Cut in splendid fitting semi-Balmacane style. Have cuffs on sleeves, patch pockets, and silk sleeve linings; sizes 24 to 46. 25.00

English Motor Coats—Here is a special provision for your comfort when motoring and of unusual value to chauffeurs.

A Chauffeur's Winter Coat, made in two good cloths and colors, an English heavy heaver, in plain dark blue and plain dark green.

The coat is 50 inches long, in double-breasted, fly front, Chesterfield style, to button to the chin, with close fitting collar. It is lined throughout with heavy tweed, has wind cuffs in sleeves, belt at the back and silver-plated buttons. Sizes 25 to 44. Price 18.50

A Leather-shell Coat for Motoring is made from finished soft leather in the natural color, with reinforced fronts and wind protector, inlaid sleeves. This absolute precision can be worn under any overcoat independent of any other, gives absolute protection against wind, rain or cold. Price 15.00

Youths' Long Trousered Suits, \$10.00—Single-breasted coat and vest, with long trousers, small check and stripe patterns English tweeds in cheviot finishes, serge linings; sizes 22 to 36. Wednesday 10.00

Boys' Fawn Covert Cloth Reefers, \$4.50—Double-breasted style, pearl buttons and fancy ornament on sleeve, twilled linings; sizes 2 to 9 years. Wednesday 4.50

Wash Goods on Sale Wednesday

A jobber's stock of Prints, Ginghams, Wrapperette, Cotton Suitings, and some odd lengths in Kimono Cloths. Wednesday selling9 1/2

A clearance of 28-inch and 40-inch Crepes and Rattines, in a good assortment of plain shades. Wednesday selling 1 1/2

28-inch Eiderdown, a nice heavy cloth, in shades of blue, pink, tan and red, with fancy stripes and dots. Wednesday selling23

Women's Swiss Handkerchiefs

1,500 dozen Women's Swiss Handkerchiefs, to clear Wednesday morning at, each 10

1,500 Pique Lace Jabots, in white and Paris shades, for less than half-price. Wednesday, each 10

New Dress Fabrics for Fall

FOR PARTY OR RECEPTION GOWNS, SUITS, CAPES, ETC.

The autumn openings have brought us a magnificent and comprehensive assortment of the newest weaves and colorings; beautiful silk and wool weaves and all-wool fabrics, in superb autumn shades, featuring the rich deep tones in evidence in all the new models.

Silk and Wool Crepes de Chine, Crepe Eolienne, Cord de Crepe, Fleur-de-Poplin, French Moire Crepe, Moire Velour, Crepe Poplin, Moire Crepe de Chine, Crepe Bergaline, Madiere Cords, Gabardines. Also a rare galaxy of all-wool fabrics for party or street dresses, in ripple, crowsfoot and metal weaves, in crepes, creponaise offers exquisite colorings and choice designs; richly creped, with an assortment of new tints and Oriental, floral and spray designs. A special display is arranged for Wednesday.

Half Price Sale of Sample Furniture

Settee, well upholstered all-over; plain seat and tufted back. Regularly \$61.00. Wednesday, half-price 30.50

Rocking Chair, all-over upholstered, and covered in tapestry. Regularly \$30.00. Wednesday, half-price 15.00

Arm Chair and Rocker, in mahogany, "Colonial" design, well upholstered. Regularly \$38.00. Wednesday, half-price, each 19.50

Three Rocking Chairs, in mahogany upholstered seats, backs and arms. Regularly \$15.50. Wednesday half-price 7.75

Extension Dining Table, "Colonial" design; made of solid quarter-cut oak, in early English finish; 62-inch top, extending to 10 feet. Regularly \$50.00. Wednesday half-price 25.00

Dinner Wagon, in solid quarter-cut oak, in fumed finish; has one long and two small drawers. Regularly \$30.00. Wednesday half-price 15.00

Dining-room Chairs, in selected mahogany; five side and one arm chair; upholstered backs; loose slip seats; are well upholstered, and covered in genuine leather. Regularly \$92.50. Wednesday half-price 46.25

China Cabinet, "Colonial" design; made of selected mahogany; has bent glass door and ends. Regularly \$65.00. Wednesday half-price 33.50

Dinner Wagon, made of solid mahogany, "Colonial" design. Regularly \$45.00. Wednesday half-price 22.50

Men's Soft Hats at 75c

In fine grade imported felts; rough, mixed and smooth finishes, in a variety of fashionable styles, and good range of colors. \$1.00, \$1.50 and a quantity of \$2.00 hats. Wednesday .75

Men's Derby Hats; dressy fall 1914 shapes; medium or full crowns; fine quality fur felt, and specially well trimmed. Wednesday 1.50

Men's Extra Fine Quality Tweed Caps; medium or large crowns; in checks, stripes, plaids and fancies. Special 1.00

Women's Swiss Handkerchiefs

1,500 dozen Women's Swiss Handkerchiefs, to clear Wednesday morning at, each 10

1,500 Pique Lace Jabots, in white and Paris shades, for less than half-price. Wednesday, each 10

Jabots and Collars for Women

Guipure Lace Jabots and Lace Stock Jabots. Regularly 25c, for5

NEW SLEEVE PLEATINGS.

New lace, chiffon, plain and floral; lace comes in white, ecru, black and real shade; widths, 1 1/2, 2, 3, 4 and 6 inches; price according to quality and width. Per yard, 35c, 35c, 40c, 50c, 75c, \$1.00, \$1.25 and \$2.00. 262 doz. Wednesday at, per yard15

3,200 Collars for Women at half regular value; every style as now worn represented. .25

Fruit Jars Specially Priced

"Crown"—Pints, per dozen, 50c; quarts, per dozen, 60c; half-gallon, per dozen, 70c.

Perfect Seal—Pints, per dozen, 80c; quarts, per dozen, 90c; half-gallon, per dozen, \$1.00.

Jelly Glass—8-oz. size, tin top, per dozen 24c; 6-oz. size, tin top, per dozen, 24c.

Best Quality Red Rubber Fruit Jar Rings, per dozen \$

Metal "Crown" Jar Rings, per dozen 15

Glass "Crown" Jar Covers, per dozen 15

Grey Rubber Fruit Jar Rings, per dozen 3

45c Granite Teapots 29c

Globe-shaped Tea Pots, in colors, with white linings. Regularly 45c. Wednesday 29

ALUMINUM COOKING WARE.

Seamless Aluminum Preserving Kettles, with ball handle. Wednesday, 98c, \$1.11, \$1.29, \$1.73.

Seamless Aluminum Lip Saucepans, with front handles. Wednesday 71c, 80c, 98c.

Seamless Aluminum Berlin Saucepans, with ball handles and covers. Wednesday, \$1.85, \$2.22, \$2.70.

Seamless Aluminum Straight Saucepans, with aluminum cover. Wednesday, \$1.26, \$1.48.

Shadow Aluminum Fry Pans, with front handle, according to size. Wednesday, 62c, 74c, 89c.

Seamless Aluminum Deep Dish Casserole. Wednesday, 41c, 47c.

Seamless Aluminum Pie Plates. Wednesday, 15c, 34c.

Silk Buying Opportunities

A few seasonable items of Silks and Velvets much under-priced.

700 yards of Colored Satin Paillette; a firm quality, in a big range of day and evening shades. This is a special purchase. Usually \$1.25. Wednesday96

200 Yards of 27-inch Black Dress Velveteen; a twill back; deep raven black; stamped "Simpson's-Fast Pile." Usually \$1.25. Wednesday, per yard 1.00

Trimming Silks and Velvets, Roman striped satins, paillettes, coteles and Ottomans; figured silks of all sorts, with printed velvets and velveteens; also every wanted color in Fanne, couche and erect pile velvets, for millinery and trimmings generally. Wednesday, yard 1.00

Velvet Suiting Corsets; a hard-wearing woven cord; clear and distinct in effect; in all colors, Alice and navy blues, tans, browns, greens, wine, grey, fawn, etc., etc., also ivory and black; 27 inches wide. On sale Wednesday59

Black Duchesse Satins, Paillettes, Messalines and Taffetas; odd numbers left from the August Sale. On sale 1.24

Introducing the new "Satin Brilliant," a duchesse of remarkable finish, and exquisite colorings. \$1.50 qualities. On sale 1.33

Grocery List

FINEST DIRECT TO GROCERY DEPT. A. 5169.

2,900 stone Fresh Rolled Oats, per stone 49

Choice Picnic Hams, 6 to 8 lbs. each, per lb. 26

Choice Picnic, per lb. 26

Eastfrist, 3-lb. pack 30

Finest Cream Soda Biscuits, 3-lb. box 24

Pure Pickling Spice, per lb. 17

Finest Mustard, 5 bottles, per lb. 25

Pure Cider Vinegar, XXX, per gallon 25

Choice Butter, per gallon 15

Choice Pink Salmon, per tin 11

Cowan's Cocoa, 4 1/2-lb. tin 25

Finest Creamed Corn, 2 lbs. per tin 15

Choice Red Lentils for soup, 2 lbs. 15

Mustard in bulk, per lb. 10

Heather Brand Extracts assorted, 2 1/2-oz. bottle, 5 bottles 25

Finest Creamed Corn, 2 lbs. per tin 25

Winstons' Pure Orange Marmalade, 30-oz. jar 22

Finest White Sago, 3 lbs. 25

500 packages Redpat's Sugar, 10 packages, special pkg. 30

FRESH ROASTED COFFEE PER LB. 27c.

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

The Robert Simpson Company, Limited

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