

The Robert Simpson Company, Limited

Store Opens at 8.30 a.m.

Store Closes at 5.30 p.m.

Silk Velvet Made Into Hats
3,000 yards of velvets bought before the rise in price; made into hats of the latest styles; soft crowns, sailors and smalls in huge variety. A great big bargain. Wednesday, 1.95

Lace Neckwear
15c, instead of 25c, 35c and 50c. Lace collars of the latest styles. Many patterns in the shoulder, round and sailor shapes. Wednesday's price is less than we are buying 600 dozen in one lot. 25c, 35c and 50c Lace Collars, 8.30 a.m. Wednesday, each .15

Wash Goods 19c
Be here sharp at 8.30 a.m. for some astonishing values in ratines, crepes and velvets; widths 40 and 45 inches; the manufacturer tells us that some of these goods would retail as high as \$1.00 per yard. Certainly they are wonderful values Wednesday, 8.30 a.m., at .19

Dressing Sacques 49c
Of print, fancy printed muslins, plain and fancy crepes, many different styles in the lot, loose and fitted backs, trimmed with lace or silk borders. Sizes in the lot. Regularly 75c to \$1.50. 8.30 a.m. Wednesday, 49c

Net Waists 95c
Eoru Embroidery Net Waists, in a variety of good designs; long or short sleeves; all lined with pure China silk; sizes 34 to 42 inches. Regularly \$2.95. 8.30 a.m. Wednesday .95

Graniteware 2 for 25c
Thousands of pieces of good Graniteware—Useful kitchen goods—pans, preserving kettles, covers, pails, saucepans, oblong pudding pans, covered vegetable cooking pans, cake moulds, sink strainers, wash bowls, dishpans, dippers, fruit jar fillers, water dippers, bowls, milk pans, etc. Wednesday, 8.30, 2 pieces of any kind .25

Business Lunch 25c
Read over this menu and you'll see that this lunch means "Business." This value is a lunch room will give the high cost of living theory a severe lesson.
Business Lunch, 11.30 to 2 p.m., 25c. Beefsteak and Kidney Pie, family style. Boiled or mashed potatoes, bread and butter. Baked custard pudding, cream sauce. Tea or coffee. Afternoon Tea, from 2 p.m. to 5.30. A dainty, refreshing service at 15c, or two persons for 25c.

Splendid Coats for Women

Mixtures and boucles, cut in clever Balmacaan style, with loose back, self cuffs, large buttons, and Raglan sleeves; greys, browns, greens, black and white mixtures are the colors. Wednesday .565
Suits for Large Women, \$10.95. Strictly man-tailored suits; the suits lined with silk serge. The navy or black serges used are of tested quality; ample arm holes; mannish collars and sleeves, and well cut skirts, give them unusual interest for heavy women. Sizes 37, 39, 41, 43, 45 and 47 bust; waist bands 29 to 35 inches. Wednesday .10.95
Party and Street Dresses, regularly \$10.50 to \$12.50, Wednesday \$7.95. A number of lines in heavy embroidered nets, chiffons and messaline silks, including shades of sage, tan, navy and black in the color range, in becoming styles for young girls and older women, for evening or street wear. Wednesday 7.95
Girls' Coats for School Wear, \$5.00 and \$6.00. Considerable range is offered in varied styles that show cape effects, military collars, and Balkan features; also plainer styles, trimmed with velvet and novelty buttons. Sizes 6 to 14 years. Priced \$5.00 and \$6.00.
Women's Skirts, \$3.49. A variety of smart tunics and other good styles; well-tailored and perfect fitting; materials include serges, in black, navy and Copenhagen, tweeds and checks. Regularly \$4.50 and \$5.00. Wednesday .3.49



War Measures of Our Managers

It would be too much to say that our managers have no thought but the good of the people in their plans for daily business, but the war works great changes, and the most conspicuous in this Store is the unanimity with which our managers are speeding up the service, sparing neither time nor pains, seeking right and left for extra values, while their motto seems to be

EVERY BARGAIN A REAL BENEFIT
The combined thought of our merchandising experts is for your service. They are forgetful of profit to the Store, but earnestly working that it may be profitable to you to make this Store more than ever your base of supplies. Here is the result of their efforts on behalf of Wednesday's shoppers:

Corsets Clearing at \$1.25

Half their regular price to clear just 318 pairs of a splendid D. & A. model for medium or stout figures. If you can't get down 'phone your order early, for they won't last long.
Little Children's Corsets, a beautiful D. & A. model, for medium or stout figures, heavy white batiste, medium bust, long skirts, hips and back, reinforced abdominal section, heavy elasticized garter, finest rustproof steel, wide side stoles, graduated front clasp, six strong garters, bust draw cord, sizes 21 to 30 inches. Regularly \$2.50 a pair. Wednesday .1.25
\$2.50 Women's Sweater Corsets—Beautiful quality of heavy pure wool heavy plain rib, 4 1/2" neck, patch pockets, pearl buttons and buttonholes reinforced with satin, inside seams bound with red, sizes 24 to 40 bust. Reg. \$2.50. For \$1.95
For Girls Big and Small. Phone orders will be filled for these.
Little Children's Corsets, heavy wool blanket cloth, dainty style, showing the new Raglan shoulders, roll velvet collar, buttoning close up to neck, novelty belt at back, gilt anchor buttons, lined throughout, special value, sizes 2, 3 and 4 years. \$2.00 5 and 6 years. \$2.50
Little Children's Corsets, fine corded velvet, lined throughout, special value, sizes 2, 3 and 4 years. \$2.00 5 and 6 years. \$2.50
Novelty corset leather mount, sizes for 2 to 6 years. Special value .50
\$5.00 Girls' Serge Dresses, 2-piece made over, school dress can be had, and here is a saving of \$2.00 on each garment. Phone orders filled.
Girls' Dresses, all-wool serge, navy, brown or calinal, choice of two handsome styles, trimmed with black braid and novelty buttons, deep hem on skirt, waist and sleeves lined; sizes 6 to 14 years. Regularly \$6.00. Wednesday \$4.00

'Baby' Flouncing 33c Yard

Fine Swiss, 26 inches deep, small pattern, violet and floral design; this flouncing is finished with 5-inch frill of embroidery, small scallop; the frill is finished with narrow seaming, our 48c and 58c qualities. Wednesday, yard .33
26-inch Swiss Flouncing, new patterns, scallop border, 26 inches wide; that are used for children's dresses, princess slips and tea gowns. 26c flouncing. Wednesday, yard .15
INITIAL HANDKERCHIEFS.
For Women, Belfast linen, 4 1/2 inch hemstitch border, inside of hem a small elegant initial, with pretty laurel wreath in corner, smooth even threads. Wednesday .10
Boys' Handkerchiefs, white with neat colored borders, soft mercerized finish. Wednesday, 6 for 25c

Special Values in New Velvets and Silks

THE FEATURE OF TIMELINESS IS VERY STRONG.
27-inch Woven Suiting Cordes, in the fashionable colors, greys, fawns, Alice and navy blues, red, green, etc. also black and ivory. We guarantee wear. 75c value everywhere. Wednesday .50
Millinery and Trimming Velvets from Lyons, the newest of autumn and fall shades, in fawns, Couche and ecru pile velvets, with black, cream and ivory. Per yard .1.00
Trimming Silks at \$1.00 Per Yard—Roman stripes, plain tans, and other styles. Wednesday .1.00
In Colored Dress Satins—2,000 yards, representing 40 shades in satin pallettes and mesallines. On sale .1.50
Beautiful colors in wide-width Satin Duchesse, our \$1.35 quality, at .1.15
Regularly \$1.50 Duchesse Mousselines, our standard quality, full color range. Wednesday 1.50
Black Duchesse Satins, in the soft Liberty and Charnesse finishes, from Swiss and French makers. Regularly \$1.50. On sale .1.35
Black suitings, 40 inches wide, bearing our name and guarantee. Regularly \$2.00. Wednesday .1.50
Children's Velvet, color ranges are now complete, at \$3.50 and \$5.00 per yard.

Gloves and Hosiery

Women's Silk Best Bone, strong durable thread, seamless, good weight, deep heel thread, top double girth, full color range, 10 to 10 1/2; black, tan and white. Wednesday .23
Women's Cashmere—Hosiery—23
Women's Cashmere—Hosiery—23
Women's Silk and Wool Black Cashmere Socks, extra bright, brilliant finish, seamless, good weight, applied heel, toe and sole, sizes 9 1/2 to 11 1/2. Wednesday .25
Men's Socks, 70c—Tan and grey, Suede and French make, lined, dome top, V-cut, finger and thumb, fine seam, medium shades. Sizes 7 to 10, \$1.25 value. Wednesday .70
Women's Fine Ribbed, Finish Long Knit Gloves, 16-inch length, Mousquetaire style, dome fasteners, extra soft, pliable skin, perfect finish and color. Wednesday .15
English Brussels Rugs, Tans and Greens, in a Number of Good 10 1/2 Designs. 6 1/2 x 9, \$1.75. 8 1/2 x 10, \$2.25. 10 x 12, \$2.75. 12 x 14, \$3.25. 14 x 16, \$3.75. 16 x 18, \$4.25. 18 x 20, \$4.75. 20 x 22, \$5.25. 22 x 24, \$5.75. 24 x 26, \$6.25. 26 x 28, \$6.75. 28 x 30, \$7.25. 30 x 32, \$7.75. 32 x 34, \$8.25. 34 x 36, \$8.75. 36 x 38, \$9.25. 38 x 40, \$9.75. 40 x 42, \$10.25. 42 x 44, \$10.75. 44 x 46, \$11.25. 46 x 48, \$11.75. 48 x 50, \$12.25. 50 x 52, \$12.75. 52 x 54, \$13.25. 54 x 56, \$13.75. 56 x 58, \$14.25. 58 x 60, \$14.75. 60 x 62, \$15.25. 62 x 64, \$15.75. 64 x 66, \$16.25. 66 x 68, \$16.75. 68 x 70, \$17.25. 70 x 72, \$17.75. 72 x 74, \$18.25. 74 x 76, \$18.75. 76 x 78, \$19.25. 78 x 80, \$19.75. 80 x 82, \$20.25. 82 x 84, \$20.75. 84 x 86, \$21.25. 86 x 88, \$21.75. 88 x 90, \$22.25. 90 x 92, \$22.75. 92 x 94, \$23.25. 94 x 96, \$23.75. 96 x 98, \$24.25. 98 x 100, \$24.75. 100 x 102, \$25.25. 102 x 104, \$25.75. 104 x 106, \$26.25. 106 x 108, \$26.75. 108 x 110, \$27.25. 110 x 112, \$27.75. 112 x 114, \$28.25. 114 x 116, \$28.75. 116 x 118, \$29.25. 118 x 120, \$29.75. 120 x 122, \$30.25. 122 x 124, \$30.75. 124 x 126, \$31.25. 126 x 128, \$31.75. 128 x 130, \$32.25. 130 x 132, \$32.75. 132 x 134, \$33.25. 134 x 136, \$33.75. 136 x 138, \$34.25. 138 x 140, \$34.75. 140 x 142, \$35.25. 142 x 144, \$35.75. 144 x 146, \$36.25. 146 x 148, \$36.75. 148 x 150, \$37.25. 150 x 152, \$37.75. 152 x 154, \$38.25. 154 x 156, \$38.75. 156 x 158, \$39.25. 158 x 160, \$39.75. 160 x 162, \$40.25. 162 x 164, \$40.75. 164 x 166, \$41.25. 166 x 168, \$41.75. 168 x 170, \$42.25. 170 x 172, \$42.75. 172 x 174, \$43.25. 174 x 176, \$43.75. 176 x 178, \$44.25. 178 x 180, \$44.75. 180 x 182, \$45.25. 182 x 184, \$45.75. 184 x 186, \$46.25. 186 x 188, \$46.75. 188 x 190, \$47.25. 190 x 192, \$47.75. 192 x 194, \$48.25. 194 x 196, \$48.75. 196 x 198, \$49.25. 198 x 200, \$49.75. 200 x 202, \$50.25. 202 x 204, \$50.75. 204 x 206, \$51.25. 206 x 208, \$51.75. 208 x 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x 600, \$149.75. 600 x 602, \$150.25. 602 x 604, \$150.75. 604 x 606, \$151.25. 606 x 608, \$151.75. 608 x 610, \$152.25. 610 x 612, \$152.75. 612 x 614, \$153.25. 614 x 616, \$153.75. 616 x 618, \$154.25. 618 x 620, \$154.75. 620 x 622, \$155.25. 622 x 624, \$155.75. 624 x 626, \$156.25. 626 x 628, \$156.75. 628 x 630, \$157.25. 630 x 632, \$157.75. 632 x 634, \$158.25. 634 x 636, \$158.75. 636 x 638, \$159.25. 638 x 640, \$159.75. 640 x 642, \$160.25. 642 x 644, \$160.75. 644 x 646, \$161.25. 646 x 648, \$161.75. 648 x 650, \$162.25. 650 x 652, \$162.75. 652 x 654, \$163.25. 654 x 656, \$163.75. 656 x 658, \$164.25. 658 x 660, \$164.75. 660 x 662, \$165.25. 662 x 664, \$165.75. 664 x 666, \$166.25. 666 x 668, \$166.75. 668 x 670, \$167.25. 670 x 672, \$167.75. 672 x 674, \$168.25. 674 x 676, \$168.75. 676 x 678, \$169.25. 678 x 680, \$169.75. 680 x 682, \$170.25. 682 x 684, \$170.75. 684 x 686, \$171.25. 686 x 688, \$171.75. 688 x 690, \$172.25. 690 x 692, \$172.75. 692 x 694, \$173.25. 694 x 696, \$173.75. 696 x 698, \$174.25. 698 x 700, \$174.75. 700 x 702, \$175.25. 702 x 704, \$175.75. 704 x 706, \$176.25. 706 x 708, \$176.75. 708 x 710, \$177.25. 710 x 712, \$177.75. 712 x 714, \$178.25. 714 x 716, \$178.75. 716 x 718, \$179.25. 718 x 720, \$179.75. 720 x 722, \$180.25. 722 x 724, \$180.75. 724 x 726, \$181.25. 726 x 728, \$181.75. 728 x 730, \$182.25. 730 x 732, \$182.75. 732 x 734, \$183.25. 734 x 736, \$183.75. 736 x 738, \$184.25. 738 x 740, \$184.75. 740 x 742, \$185.25. 742 x 744, \$185.75. 744 x 746, \$186.25. 746 x 748, \$186.75. 748 x 750, \$187.25. 750 x 752, \$187.75. 752 x 754, \$188.25. 754 x 756, \$188.75. 756 x 758, \$189.25. 758 x 760, \$189.75. 760 x 762, \$190.25. 762 x 764, \$190.75. 764 x 766, \$191.25. 766 x 768, \$191.75. 768 x 770, \$192.25. 770 x 772, \$192.75. 772 x 774, \$193.25. 774 x 776, \$193.75. 776 x 778, \$194.25. 778 x 780, \$194.75. 780 x 782, \$195.25. 782 x 784, \$195.75. 784 x 786, \$196.25. 786 x 788, \$196.75. 788 x 790, \$197.25. 790 x 792, \$197.75. 792 x 794, \$198.25. 794 x 796, \$198.75. 796 x 798, \$199.25. 798 x 800, \$199.75. 800 x 802, \$200.25. 802 x 804, \$200.75. 804 x 806, \$201.25. 806 x 808, \$201.75. 808 x 810, \$202.25. 810 x 812, \$202.75. 812 x 814, \$203.25. 814 x 816, \$203.75. 816 x 818, \$204.25. 818 x 820, \$204.75. 820 x 822, \$205.25. 822 x 824, \$205.75. 824 x 826, \$206.25. 826 x 828, \$206.75. 828 x 830, \$207.25. 830 x 832, \$207.75. 832 x 834, \$208.25. 834 x 836, \$208.75. 836 x 838, \$209.25. 838 x 840, \$209.75. 840 x 842, \$210.25. 842 x 844, \$210.75. 844 x 846, \$211.25. 846 x 848, \$211.75. 848 x 850, \$212.25. 850 x 852, \$212.75. 852 x 854, \$213.25. 854 x 856, \$213.75. 856 x 858, \$214.25. 858 x 860, \$214.75. 860 x 862, \$215.25. 862 x 864, \$215.75. 864 x 866, \$216.25. 866 x 868, \$216.75. 868 x 870, \$217.25. 870 x 872, \$217.75. 872 x 874, \$218.25. 874 x 876, \$218.75. 876 x 878, \$219.25. 878 x 880, \$219.75. 880 x 882, \$220.25. 882 x 884, \$220.75. 884 x 886, \$221.25. 886 x 888, \$221.75. 888 x 890, \$222.25. 890 x 892, \$222.75. 892 x 894, \$223.25. 894 x 896, \$223.75. 896 x 898, \$224.25. 898 x 900, \$224.75. 900 x 902, \$225.25. 902 x 904, \$225.75. 904 x 906, \$226.25. 906 x 908, \$226.75. 908 x 910, \$227.25. 910 x 912, \$227.75. 912 x 914, \$228.25. 914 x 916, \$228.75. 916 x 918, \$229.25. 918 x 920, \$229.75. 920 x 922, \$230.25. 922 x 924, \$230.75. 924 x 926, \$231.25. 926 x 928, \$231.75. 928 x 930, \$232.25. 930 x 932, \$232.75. 932 x 934, \$233.25. 934 x 936, \$233.75. 936 x 938, \$234.25. 938 x 940, \$234.75. 940 x 942, \$235.25. 942 x 944, \$235.75. 944 x 946, \$236.25. 946 x 948, \$236.75. 948 x 950, \$237.25. 950 x 952, \$237.75. 952 x 954, \$238.25. 954 x 956, \$238.75. 956 x 958, \$239.25. 958 x 960, \$239.75. 960 x 962, \$240.25. 962 x 964, \$240.75. 964 x 966, \$241.25. 966 x 968, \$241.75. 968 x 970, \$242.25. 970 x 972, \$242.75. 972 x 974, \$243.25. 974 x 976, \$243.75. 976 x 978, \$244.25. 978 x 980, \$244.75. 980 x 982, \$245.25. 982 x 984, \$245.75. 984 x 986, \$246.25. 986 x 988, \$246.75. 988 x 990, \$247.25. 990 x 992, \$247.75. 992 x 994, \$248.25. 994 x 996, \$248.75. 996 x 998, \$249.25. 998 x 1000, \$249.75. 1000 x 1002, \$250.25. 1002 x 1004, \$250.75. 1004 x 1006, \$251.25. 1006 x 1008, \$251.75. 1008 x 1010, \$252.25. 1010 x 1012, \$252.75. 1012 x 1014