Bugle Notes in Simpson's War on High Prices Tuesday



Everybody back on the job. Everybody enthusi-Everybody home from holidays.

A chilly breath from the North these evenings reminds us we must soon say good-bye Summer, Here in the store we are waving farewells with some extraordinary clearances. But the real excitement is the opening up of new goods. Everything is in readiness to welcome the Autumn. Blanket sale in full swing. Wonderful showing of Fall fabrics. Silks, Velvets, Dress Goods and Ready-to-Wear Garments in profusion.

Come and see them anyway if you're not quite ready to buy. You always have a good time shopping here. The New Corsets Are Now Ready. Come Tuesday

Tuesday we have set aside for the special display of the Corset Models for Fall, 1914, as approved The corset for Fall is in most respects very similar to the styles that held sway in Spring, its only differences being that it gives more slender lines at the waist and follows the natural lines of the body more closely. New materials are shown in several models, and the more staple materials are shown in seemingly endless variety.

World-famous makes, recognized leaders, are the only brands carried in the Simpson store, and a range of styles for every figure is shown, with a wide price range. Many are the new brassiere modes. Corset Waists, for women and girls, offer many new reasonably priced models.

Miss Brown, of New York, is at present in this section demonstrating the famous "H. & W." Brassiere, Corset Waists and Maternity Corsets. Her advice is free to you in any corset troubles you may

Beautiful New Corsets for Special Sale Tuesday-400 pairs, a very stylish WAISTS FOR LADIES AND CHILDREN. model, in extra quality white percale, strong and durable, low bust, long skirt, four wide garters, double steels, guaranteed rustproof, CHILDREN.

H. & W. Waists, 75c to \$2.50; Ferris Waists, 75c to \$3.50; Ideal Waists, 35c to \$2.50.

A full line of Maternity Waists from \$1.50 to \$5.50

Introducing Women's Fall Suits Tuesday

dainty embroidery and ribbon trim, bust draw cords, sizes 18 to 26

inches. Regularly \$2.00 a pair. 'Phone orders taken. Tues-

Individual suits in cut and materials. Lined throughout with soft silks, coats cut in Cossack or Redingote or plainer styles. Tunicked, tunicless and plain tailored skirts. All show the workmanship of the best New York and Canadian designers. All the wanted materials and colors. Prices \$19.50, \$22.50, \$25.00, \$27.50 to \$45.00.

A Splendid Sale of New Fall Dresses in Basque and Long Tunic Styles, at \$7.95-Soft messaline in shades of navy, black, saxe and tan. Cut after the very latest style for present or Fall wear. Smart basque styles with long tunics or becoming models with crushed girdle and tunic. Tuesday special 7.95 The Newest Skirts-Some of New York's

best makers are represented, showing the long tunics, pleated or plain, in a variety of pretty styles. Materials include moires, satins, voiles, crepes, French serges, Roman stripes, plaids, broadcloth and fancy fabrics in many shades. Price range, \$5.25 to \$19.50. New Fall Coats, \$8.95-Regularly \$12.50 and \$15.00. Not too pro-

nounced in design, but all new. Materials include all wool tweeds in fancy patterns and colorings. Imported napp cloths, diagonal cloths and navy serges. Styles for misses and women. Tuesday 8.95 New Fall Coats, Prices \$12.50, \$15.00, \$19.50 to \$25.00—For cool evenings. motoring and tourist wear. A complete stock for misses and women. In style and color these coats embrace all the latest variations of cape coat, Redingcote and Cossack, with collars of plush, self or novelty materials. Prices \$12.50, \$15.00, \$19.50 to \$25.00.

New Black Velvets in Millinery

Owing to the war black velvet is scarce. Every day makes a difference in the quantity and quality of velvet hats that can be procured for our stocks for all the best qualities come from France. We are fortunate in having received our full shipments for Fall and can still offer the old qualities at the old prices. Tuesday, four tables at \$1.75, \$2.25, \$3.50 and \$4.50 respectively will be shown and every table will afford a choice of from ten to eighteen different styles. All are of the season's latest models. Prices \$1.75, \$2.25, \$3.50 and \$4.50.

TRIMMED HATS, \$6.50.

These are Satin Hats and Black Silk Velvet Hats with maline edges. We have used some of our very best and most cleverly shaped hats and trimmed them with hackle feathers, gold and silver braid, flowers, fancy mounts and plain or fancy ribbons. Only 58 will be ready for Tuesday but with this special induce-

Bargains in New Silk Merchandise Tuesday Each Silk and Velvet Section has contributed values, which means an all-day rush and big savings for

in Popular Black Silks there are several weaves—Paillettes, Satin de Chines, Messalines and Chiffon

Autumn Fashions in Dress and Suiting Fabrics

Beautiful and fascinating weaves and superbautumn shades eptomize this magnificent display in our spacious Dress Goods Department Tuesday.

Of materials demanded by leading fashion couturiers, chic fabrics for formal evening gowns, dancing frocks, street suits, motor coats, fashionable capes, sports coats, opera cloaks, etc. Tuesday's display is particularly attractive. The woman who would be well and fashionably gowned will find this showing irresistible. Don't miss seeing the varied array while color ranges are com-

Dress Goods Department, Second Floor.

Furniture With Special

Extraor

dinary for the

Reasons

Price Features Dresser, in genuine mahogany veneer, has large case, two long drawers and two short ones, shaped top, British bevel oval mirror. Regularly \$22.00. Sale price Tuesday 15.95 Chiffoniar to match above dresser, in genuine mahogany veneer, has four long and two shaped drawers, British bevel oval mirror. Regularly \$22.00. Sale price Tuesday 15.95 Dining-room Chairs, made of solid quarter-cut oak, in fumed or golden finish, have neatly designed backs, loose slip seats are well upholstered and covered in genuine leather. Set consists of five small and one arm chair. Reg-

ularly \$22.50. Sale price Tuesday 16.15 Dining-room Chairs, in selected quarter-cut oak, in fumed or golden finish, have panel backs, loose slip seats upholstered and covered in good quality of leather. Set consists of five small and one arm chair. Regularly \$24.75. Sale price Tuesday............... 17.90 Extension Dining Table, in quartered oak finish, rich golden color, top extends to 6 feet, neat pedestal design. Regularly \$12.00. Sale

tending to 6 feet, has five heavy turned legs. Regularly \$8.50. Sale

Handkerchiefs

At Old Prices While Present
Stocks Hold Out.

80 per cent, of the flax used in the manufacture of hand-kerchiefs is imported from Russia. On account of the present war this means very much higher prices for all linen materials. Our handkerchiefs for the present season's selling being bought over a year ago, come to us at old values, which means a big saving to our customers. All last season's styles and qualities on sale at last season's special values.

BUY HANDKERCHIEFS NOW IN Women's Linen Handkerchiefs, in assorted hems, we have in all qualities at the following prices 10e. 3 for 25e, 2 for 25c; 15c, 3 for 30e; 25c, 35c, 3 for \$1.00. 50e and 75c, each. omen's Linen Handkerchiefs.

35c. 3 for \$1.00. 50c and 75c each.

Women's Linen Handkerchiefs, with corners embroldered, at 15c. 3 for 50c. 25c. 35c. 3 for \$1.00. 50c. 65c. 75c. \$1.00. \$1.25, \$1.50 to \$5.00 each.

Women's All-round Embroidered Linen Handkerchiefs at \$2.75 to \$15.00 each.

Women's Pure Irish Linen Handkerchiefs at \$2.75 to \$15.00 each.

Women's Pure Irish Linen Handkerchiefs, with handembroidered initials. Prices 3 for 29c. 10c each. 2 for 25c. 3 for 50c. 25c.

Women's Plain Lace Handkerchiefs at 8 for 20c. 5 for 25c.

Women's Plain Lace Handkerchiefs at 8 for 20c. 5c. 55c. \$1.00. \$1.25. \$1.50 up to \$5.00 each. Women's Swiss Embroidered Handkerchiefs, 50c. 75c. \$5c. \$1.00. \$1.25. \$1.50 up to \$5.00 each. Women's Lace Guipure Handkerchiefs, 35c. 50c. 75c. \$5c. Hand-made lace and embroidered handkerchiefs as high as \$150.00 each.

Women's Armenian Lace Edge Handkerchiefs, 25c. 35c, 50c, \$1.00. and \$1.50. \$1.00. and \$1.50. \$1.00. \$1.50.

Extraordinary Blanket Sale Begins To-Morrow Morning. Fourth Satisfactory Clothes Offered for Men and Boys YOUTHS' SUITS WITH LONG TROUSERS.

At \$10.00—Made from English, double texture, greenish fawn paramatta cloth, an all-wool cashmere. Cut single-breasted, Raglan style, 50 inches long, with close-fitting collar. Securely sewn and cemented seams. Good fall weight coat, that will protect you from the ordinary shower. Satin yoke and sleeve

Balmacaan shape. Made from fine imported felt, in mixtures of grey, tan, brown and bronze. Extra good grade fur felt. Extra good value at MEN'S WHITE DUCK OUTING SHIRTS.

Boot Specials for Tuesday

MEN'S GOODYEAR WELTED SHOES, \$1.95. In all the newest and most popular styles, tans, patents and black calf. Every pair is clean, bright, fresh footwear. Come at 8.30. Regularly \$3.50, \$4.00 and \$4.50. Tues-"QUEEN QUALITY," "COLONIAL" AND "CLEO-PATRA" \$5.00 PUMPS, \$2.95.

Made from finest quality patent colt, Goodyear welt and BOYS' SCHOOL BOOTS, \$1.99

Made from strong box kip leather on a full fitting laced blucher last, double solid leather soles. This is a grand school boot. Sizes 1 to 5, Tuesday \$1.99. Sizes 11 to 13, Tuesday \$1.69.

Girls' School Boots, \$1.89—Button or laced styles in selected dongola kid, with patent toecaps, full easy fitting lasts, low heels, medium weight soles; sizes 11 to 2, Tuesday, button style, \$1.89;

Men's Silk Socks THREE PAIRS, TUESDAY, FOR 85c.

They are seconds, but will give good service, defects are hardly noticeable; they come in tan, grey, white and black; close fitting; ribbed cuff; spliced lisle heel, toe and sole; all sizes; No. 1 quality. Regularly 75c pair. Tuesday, 29c pair; three pairs, 85c. Women's "Pen-Angle" Make Mercerized Plain Black Lisle Thread Hose, and imported makes in colors, seamless, extra fine thread. Regularly 25c and 35c. Tuesday, 19c; three pairs, 55c.

Store Hours: FROM 8.30 a.m. to 5.30 p.m. Daily

French Toilet Goods

Our extensive stock embraces the well-known Partumeurs of Paris. It includes the complete Kerkoff line of Djer Kiss toilet requisites, extract sachet powder, face powde extract sachet powder, face powder and talcum powder, and V. Regaud's Mary Garden line, including extract toilet water, sachet powder, face powder and talcum powder. Houbigant's, Roger & Gallet, Coty, Guerlain, Piver, Gelle, Freyes, and D'Orsay. Our Toilet Goods Department is exceptionally well stocked with all imported European lines which are so scarce at the present time, due to our having received very large importations during the last few weeks.

Teilet Goods Dept.

Drugs

A Bargain in 12-Foot Wide Linoleum

About one thousand yards. Regularly 45 c a yard. Rush sale Tuesday morning, square yard .30
About five hundred yards in a heavier quality. Regularly 55c square yard. Rush sale Tuesday morning.

New Scotch and English Tapestry Rug Prices—We are showing a splendid range of these popular Russ, in new styles and colors, at prices that commend them to careful buyers. A good selection can be made in any size for parlors, sitting-rooms or bedrooms: 9.0 x 9.0, \$7.28; 9.0 x 10.6, \$8.38; 9.0 x 12.0, \$9.48; 10.6 x 12.0, \$11.48.

Rare productions of beautiful Oriental Rugs, in many different designs, and styles, are shown in the new Fall Rugs. A careful comparison of our prices and range of the various qualities will, we feel sure, satisfy you of the values.

These two qualities are featured for special selling Tuesday: 6.9 x 9.0, \$23.50 and \$26.00; 6.9 x 10.6, \$27.50 and \$30.00; 9.0 x 9.0, \$31.25 and \$36.00; 9.0 x 10.6, \$36.50 and \$40.00; 9.0 x 12.0, \$41.50 and \$47.50; 9.0 x 13.6, \$47.00 and \$54.00

Sterling Values in Draperies
50-Inch Wide Shadow Cloth, \$1.50 Yard—New English double warp
shadow cloth, perfectly reversible, in rich soft shades, pretty designs
and absolutely fast colors, an exceptionally rich washing fabric, for
hangings and slip covers. Special value for Tuesday selling, at

32-inch Wide Shadow Cloth, 65c Yard-A wonderfully effective

bedroom hanging, launders and gives endless wear in rooms where plain papers are used, in soft shades of grey, mauve, pink, etc. This fabric makes a rich window hanging, bed drapery or chair covering. Special value at, yard .65

English Washing Chintz, 28c Yard—An enormous shipment of new washing chintzes and cretonnes at a marvellously low price. All good designs and pretty color combinations. The regular selling prices are 40c, 45c and 50c a yard. Special Our Chintz Section is well worth &

visit. The selection never was better. All prices, all colors, and each piece has its own distinctive merit and use. Swiss Muslin-Two specially attractive lines of this ever popular bedroom curtaining. The quality in each is very fine. In the various sized coin spots, 48-inch wide. The price is 19c yard. The pretty figured and spray effects, 48-inch wide, is priced at 28c yard.

\$1.75 and \$2.00 English Taffetas, 98c Yard-50 inches wide. An exceptional offer. A selection large and varied of the best quality English Cretonnes, Chintzes and Taffetas, all fast colors. Suitable for curtains, slip-covers and light upholstering in any room. Very special at98

The Wash Goods For Tuesday

28-inch Kimono Cloths, a nice range of fancy designs to choose in colors of pink, blue, red, tan, grey, etc., with spots, stripes and

Direct Grocery 'Phone Ad, 6100 Lake of the Woods Five Roses Flour, quarter bag 1,000 lbs. Fresh Creamery Butter,

The Robert Simpson Company, Limited

Three

Days' Sale

of Jewelry

Twelve Brilliant White Diamonds, mounted in 14k gold as Women's Solitaire Ring in showy Tiffany design. Regularly \$7.50. Tues-4.95

Five Hundred Gold-filled Lockets, fancy engraved patterns and pretty stone-set designs; fleur-delis, crescent and star, horseshoe and other designs in brilliants; round, oval, heart and square shapes. Place for two photos. Only 500 in the lot. Regularly 98c, \$1.25, \$1.50 and \$2.00. Tuesday sale

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