

# Tuesday is 95c Day at Simpson's, When Your 95c in Its Buying Power Measures Much More Than Usual---Come Early Tomorrow

Store Open All Day Today



It is Absolutely a Matter of War-Time Economy to Share These Opportunities. The Values Are the Real Thing as Anyone Can See. It's Wise to Shop Early

**Stamped Pillow Slips**  
Made from round circular Pillow Cotton. Sizes 36 x 42 and 36 x 44 inches. Tuesday, pair, 95c.

**Thread, 10 Balls 95c**  
American Maid Mercerized Crochet Thread. White and ecru. Tuesday, 10 balls for 95c.

**Table Centres 95c**  
Table Centres of linen colored crash embroidered in fast colors. Size 30 x 30 inches. Tuesday, 95c.

**Table Cloths 95c**  
Damask in assorted designs. Size 54 x 56 inches, 58 x 63 inches and 56 x 72 inches. Limited quantities, therefore, no phone orders. Tuesday, 95c.

**Towels, 3 Pairs 95c**  
Huckaback Bedroom Towels with hemmed ends. Clearing Tuesday, 3 pairs for 95c.

**Flannel 95c Yd.**  
Cream All Wool Flannels, 30 inches wide. \$1.25 value. Tuesday, yard, 95c.

**Lace Curtains 95c**  
A score of attractive styles—plain, medallion and all over designs—long lock stitch edges. White, 32 to 40 inches wide, 2 1/2, 2 3/4 and 3 yards long. Tuesday, special, pair, 95c.

**Service Flags 95c**  
To display in your window indicating the number of members from the family on active service. Well made of strong material. 12 inches by 18 inches. Red border and white panel centre. Tuesday, each, 95c.

**Brocaded Damask 95c Yd.**  
A limited quantity only, of imported damask—fine brocaded patterns in two-tone effects of red and green. 50 inches wide. For covering furniture, also for archway portieres. Tuesday, special, yard, 95c.

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**Grass Rugs 95c**  
Green, brown and blue shades. Assorted designs. Sizes 2 feet 3 inches by 4 feet 6 inches. Regularly \$1.25. Tuesday, 95c.

**Cocoa Mats 95c**  
Made from fine cocoa fibre. Size 14 inches by 24 inches. Tuesday, 95c.

**Tapestry Carpets 95c Yd.**  
Floral and oriental patterns. 18 inches wide. Tuesday, yard, 95c.

**Wool Union Carpet 95c Yd.**  
For large bedrooms—one design only. Old rose and lawn. Good color pattern and reversible. 36 inches wide. Tuesday, yard, 95c.

**Hemp Carpet 95c Yd.**  
For passages and corridors. Plain green centre with assorted border in green or red shades. Reversible. 36 inches wide. Tuesday, yard, 95c.

**Lingerie Waists 95c**  
Regularly \$1.50 to \$2.50  
What a chance to obtain a fresh dainty blouse or two at an extremely low price—some even less than half price. Odd balances from regular \$1.50 to \$2.50 stock clearing Tuesday at, only, 95c.

**Black Cashmere Waists 95c**  
Regularly \$1.50.  
An almost incredible price nowadays for perfect black, and such good quality twill cotton cashmere. Older women or those in mourning will do well to take advantage of it. A smart style with hemstitched vest, convertible collar and buttons of self. Sizes 34 to 44. No refunds or C.O.D.'s. Tuesday, 95c.

**Silk and Velvets 95c**  
Natural or Ecru Shade Fuji Silk guaranteed not to cut or split with ordinary wear. Regularly \$1.25. Tuesday, 95c.

**Wash Goods 95c**  
32-inch Prints, light grounds, striped, spotted and figures. Today's value 35c. Tuesday, 4 yards for 95c.

**Black Fabrics 95c**  
Fine Cashmeres, Lustras and Taffetas. 40 and 42 inches wide. Tuesday, yard, 95c.

**Millinery 95c**  
White Felt Sailors with ribbon bands. Balance of stock. Regularly \$2.00. Tuesday, 95c.

**Jewelry 95c**  
10K Gold Brooches. Regularly \$1.50. Special, 95c.  
10K Gold Pendants. Regularly \$2.00. Special, 95c.  
10K Gold Tie Pins. Regularly \$1.50. Special, 95c.  
Children's Locketts and Chains. Regularly \$1.50. Special, 95c.  
Sterling Silver Brilliant Set Bar Pins. Regularly \$1.50. Special, 95c.  
Large assortment of Earrings. Regularly \$1.50 to \$2.00. Special, 95c.  
Expansion Bracelets. Regularly \$1.65. Special, 95c.  
Black Bead Necklets, with imitation cameo. Regularly \$1.50. Special, 95c.

**House Dresses 95c**  
Regularly \$2.95 and \$3.95.  
Billie Burke models. Broken ranges and sizes and oddments. 125 dresses in all. All sizes in the lot and a choice of plain, twill and plaid materials. Some having colored satin ties. When you see them you'll appreciate their marvelous value. Tuesday, 95c.

**Misses' Skirts 95c**  
100 smart Skirts in gabardine and fancy wash materials. Novelty belts and pockets. No exchanges, no refunds, no C.O.D.'s. Reduced for quick selling Tuesday, 95c.

**Girls' Middies 95c**  
Made of good quality jean with laced front, breast pocket and large collar. Sizes 6 to 12 years. Tuesday, 95c.

**Toilet Goods 95c**  
Gourlain's Face Powder, brunette. Regularly \$1.15 for 95c.  
Luxur for the lips and eyebrows, in handsome nickel case. Regularly \$1.10, for 95c.  
Mellin's Travelling Package, containing tube of Cold Cream and tube of Skin Cleanser. Regularly \$2.50. Special, 2 for 95c.  
Lilous Perfume. Regularly 50c. Special, 3 ounces for 95c.  
Ebony finish Mirror. Regularly \$1.25. Special, 95c.  
Natural finish Ebony Hair Brush. Regularly \$1.25. Special, 95c.  
Real Ebony Cloth Brush. Regularly \$1.25. Special, 95c.  
Ebony Milliner's Brush. Regularly \$1.18. Special, 95c.  
Castile Soap, in 1 1/2-lb. bars. Regularly 95c. Special, 3 for 95c.  
Ivory Hair Restorer. Regularly \$1.50. Special, 95c.  
Ivory Talcum Holder. Regularly \$1.00. Special, 95c.  
Ivory Buffers. Regularly \$1.00. EXTRA.  
Fine Toilet Paper. Regularly 5c roll. Special, 24 rolls for 95c.  
War Tax included.

**Framed Pictures 95c**  
Hand-colored Photographs—colored Prints—novelty Pictures. Framed in antique gilt, mahogany, mission and brown oak. Regularly \$1.15 to \$2.75. Tuesday, 95c.

**PHOTOGRAPHS (UN-FRAMED) AT 95c. REGULARLY \$2.50.**  
Beautiful photographs—2 separate pictures mounted on one Torchon mount, showing white margin and titles. For halls or living rooms. Will fit frames up to 18 x 28. Tuesday, 95c.

**Canada Food Board License No. 8-751.**  
At the Exhibition, Dairy Building, see the exhibit of Canadian Beef exhibited by Gunn Abattoir, shown in their large glass refrigerator case. This beef is purchased by the Robert Simpson Company, and will be sold in our meat market commencing Tuesday, September 10th. Phone orders will receive careful attention.

**FRUIT SECTION.**  
California Valencia Oranges, per doz. 55c.  
New Beets, 4 lbs. 15c.  
Choice Cooking Onions, 6 lbs. 25c.  
Choice Carrots, 4 lbs. 15c.  
New Beans, 4 lbs. 15c.  
Roman Meal, large package 25c.  
Peanut Butter in bulk, per lb. 25c.  
Carnation Milk, per tin 15c.  
Hobbrook's Malt Vinegar, bottle 25c.  
Ripe Olives, tin 15c.

**Palm Room Restaurant**  
Canada Food Board License No. 8-752.  
BREAKFAST, 8.30 a.m. to 12.00 a.m.  
DINNER, 11.30 a.m. to 2.00 p.m.  
AFTERNOON TEA, 3 to 5.30 p.m.  
A LA CARTE LUNCHEONS, 45c. SUNDAY.  
SIXTH FLOOR.

**Bungalow Aprons 95c**  
Big comfortable allover garments. Made from strong materials of checks and stripes. Black and white and a series of light and dark colors. All sizes. No Phone Orders. No Refunds. A genuine bargain. Tuesday, 95c.

**Brassieres 95c**  
Regularly \$1.25 and \$1.50.  
Made of fine cambric, embroidery and lace. Yokes of embroidery and lace. Double ply under arms and hooked in front. All excellent models. Specially priced Tuesday, 95c.

**Corsets 95c**  
Excellent models of strong white coutil with medium low bust and long free hips. Specially priced for Tuesday, 95c.

**Combinations 95c**  
Made of white ribbed cotton, lisle thread and silk and lisle. Some have fancy yokes. Drawers are umbrella, tight knee or envelope styles. Regularly \$1.25 and \$1.50. Tuesday, 95c.

**Children's Wear 95c**  
Children's \$1.65 Wool Bands, 95c.  
The popular "Babies' Comfort" brand. Made of fine ribbed white wool, with silk shell stitched edges. Sizes 3 months to 2 years. Reg. \$1.65. Tuesday, only, 95c.

**Children's Wash Dresses of fine chambray and percale.** Several dainty styles, and colors sage, Copen, pink and tan. Sizes 1 to 6 years in the lot. Reg. \$1.50 and \$1.75. Tuesday, 95c.

**Children's Art Silk Sweater Coats, 95c.**  
A Marvelous Value. Children's Sweater-Coats, made of lustrous fine-art silks in many dainty weaves. They are V-neck, long sleeves, button front style. Great choice of pretty colors, including cross, gold, corn, pink, Nile, Paddy, Copen, sage, mauve, white, black, and peach. Sizes 4 to 4 years in the lot, but not in each color. No Phone or Mail Orders. Third Floor.

**Men's Shirts 95c**  
Sizes 17 to 20.  
Plain and fancy stripes. Broken ranges. Blacks, blues, helio stripe. Double yokes at neck. Made specially for stout men. Double French cuffs. Sizes 17 to 20. Regularly \$1.50. Tuesday, 95c.

**Men's Sweaters 95c**  
Sweater Coats in plain grey shade. Cardigan stitch. Double collar, two pockets, close-fitting cuffs. Sizes 26 to 34. Tuesday, 95c.

**Boys' Blue Serge Suits \$8.50**  
Made of imported worsted serge in dark navy blue. Single-breasted—pinch-back models—3-piece belt sewn at back—set-in pockets with top flaps. Full-fashioned bloomers are lined. Boys 7 to 17 years. Tuesday, special, \$8.50.

**Boys' Norfolk Tweed Suits \$8.00 and \$9.00**  
Smart Fancy Norfolk Model, tailored from dark grey tweed, in attractive pin-head check pattern. Single-breasted, three-button model, natural shoulders, well tailored fronts. Loose all around belt, side patch pockets; will body linings, full fitting bloomers, all lined. Boys, 7 to 12 years, \$8.00. Boys, 13 to 16 years, \$9.00.

**Advance Showing of Boys' Fall and Winter Overcoats**  
Tailored from all-wool English and Scotch ulstering in rich heather mixtures. Double-breasted trencher effects, with wide convertible collar that may be worn, showing lapels or buttoned close. Double stitched, raised seams, slash welt pockets, loose belt with buckle. Wool body linings. Boys, 8 to 12 years, \$15.00. Boys, 13 to 16 years, \$18.00. Boys, 17 years, \$19.00.

**Boys' School Bloomers \$1.85**  
Of sturdy medium weight tweeds in seasonable shades of dark grey and brown. Mixed stripe patterns. Lined throughout. Boys 7 to 16 years. Special, \$1.85.

**Boys' Khaki Bloomers \$1.49**  
Serviceable, hard-wearing bloomers, cut from a dark khaki drill. Boys 8 to 14 years. \$1.49.

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**Visitors**  
are urged to make use of the Store Conveniences  
PALM ROOM RESTAURANT, Sixth Floor.  
INFORMATION BUREAU, Main Floor—Centre.  
TELEGRAPH STATION AND FREE PARCEL CHECK ROOM, Basement—Centre.  
POST OFFICE, Street Floor.  
WOMEN'S REST ROOM, Third Floor.  
TELEPHONE BOOTHS, Throughout the Store.

**Suiting Men and Young Men With Medium Priced Suits is the Business of the Simpson Men's Store**  
It takes mighty good merchandising to keep prices down on such reliable suits as these. But that's the Simpson idea—to offer better suits at a little lower than one would expect to pay. There'll be a lively dispersal Tuesday, so get yours as early as possible tomorrow.

**Men's Suits \$18.00**  
Developed in dark brown smart-tweed-mixture effect. Single-breasted—3-button model. Vest has 5 buttons—medium cut trousers. Sizes 36 to 44. Tuesday, \$18.00.

**Young Men's Suits \$15.00**  
Of medium grey tweed, showing a neat stripe. Trencher model with all around belt—3-button vest—narrow trousers. Sizes 33 to 36. Tuesday, \$15.00.

**Stout Men's Suits \$22.00**  
Dark brown tweed with small check pattern. Single-breasted 3-button sack. Vest has 5 buttons—trousers with cuff or plain bottom. Sizes 36 to 44. Tuesday, \$22.00.

**Simpson Special Boot for Men \$6**  
Choice of five different shapes, in gunmetal leather, with dull calf tops. Single or double leather or Neolin sole, military and low heels. Sizes 6 to 11. Tuesday, pair, \$6.00. Same style in mahogany calf, lace or Blucher. Pair, \$7.00.

**8.30 Special—Men's Goodyear Welt Boots, \$4.40**  
Three styles, gunmetal boots, Blucher cut, medium and heavy Goodyear welt soles, medium wide and narrow English recede toe. Sizes 5 1/2 to 8 only. Tuesday, pair, \$4.40.</