

Telephone Main 7841 1898--TWENTY-FIRST ANNIVERSARY, COMING-OF-AGE YEAR--1919 Market Adelaide 6

SIMPSON'S Great "One Price" Day Today!

A Sweeping Demolition of Prices on Dependable, Wanted Merchandise

Real Leather Strap Purses, 95c

Seal grain finish, neatly lined, with back strap. Special, 95c.
Women's Fancy Hair Combs, set with rhinestones, in shell and amber. Special, 95c.
Real Leather Three Fold, neatly lined, space for bills, car tickets and identification card. Special, 95c.

Drugs and Toilet Goods, 95c

Medicated Paraffin Oil, 11.25 size, 95c.
Glyco Thymoline, large size, 95c.
Beef, Iron and Wine, 60c, special, 2 for 95c.
Fountain Syringe, 11.25, special, 95c.
Vacuum Bottle, regularly 11.25, special 95c.
Rubber Glove, regularly 90c, special, 2 pairs 95c.
Chloride of Lime, 15c, special, 2 for 95c.
Robinson's Patent Barley or Greats, 2 for 95c.
Cod Liver Oil Compound, 75c, 2 for 95c.
Emulsion Cod Liver Oil, 75c, 2 for 95c.
Castile Soap, large bars, 4 for 95c.
Toilets Soap (3 in box), regularly 95c, special 4 for 95c.
Roger & Galle's Perfume, regularly 11.25, special 95c.
Piver's Perfumes, regularly 11.25, special 95c.
Detachable Cushion Sanitary Hair Brush, regularly 11.50, special 95c.
Ivory Finished Hair Brush, 11.50, special 95c.
Shaving Brushes, 11.25, special 95c.
Hand Mirrors, regularly 11.25, special 95c.
(War Tax Included.)
Simpson's—Main Floor.



Fancy Ostrich Trimmings, 95c

A large variety of fancy ostrich feather mounts, stick-ups and bands, in wide assortments of styles and colors, including black, rose, navy, nigger, taupe, blue, green and pink. Specially priced for today, 95c.
Simpson's—Second Floor.

Women's \$1.50, \$1.25 Collars, 95c

Guipure Lace Coat Collar—Effective open-work designs. Also corded silk in tuxedo shape. Regularly \$1.50 and \$1.75. Today, each, 95c.

Women's Handkerchiefs, 7 for 95c
200 Dozen Women's All Linen Handkerchiefs—Narrow hemstitched borders. Regularly 15c each. Today, 1 for 95c.

Men's Handkerchiefs, 6 for 95c
360 dozen. Full size, hemstitched hems. Regularly 20c each. Today, 6 for 95c.
Simpson's—Main Floor.

Silver-Plated Ware—95c

Rogers' Tea Spoons, Boxed, 95c
Set of six silver-plated tea spoons, large size, bright finish. Floral pattern. Complete in fancy lined box. Regularly \$1.50 set. Today, 95c.
Child's Set, Boxed, 95c
Child's 3-piece set, including knife, fork and spoon, bright finish, put up in fancy lined box. Regularly \$1.25 set. Today, 95c.
Butter Tubs, 95c
Butter tubs in white crystal, with scroll design of sterling silver deposited around each tub. Regularly \$1.50. Today, 95c.
Salt and Peppers, 95c
Salt and pepper shakers in white china, with scroll design of sterling silver deposited around each shaker. Regularly \$1.50 pair. Today, pair, 95c.
Simpson's—Main Floor.

Men's and Boys' \$1.50 Caps 95c

One, four and eight-piece top shaped caps, in light and dark shades of tweeds, homespuns, etc. Today, 95c.

Soft Felt Hats, 95c
Regularly \$1.50 and \$2.00.
Fedora shapes, in English and Canadian makes; shades of greys, greens, brown, black, fawn and navy. Today, 95c.
Simpson's—Main Floor.

Infants' Vests, 2 for 95c

Regularly 75c
Cozy wee garments of soft white wool and cotton mixture. High neck with long sleeves. Sizes 3 months to 3 years. Remarkable value today at 2 for 95c.
Children's \$2.25 Rompers, 95c
"Toodle-kiid" style. Made of excellent quality chambray and ginghams, in smart pocketed styles, with dainty collars and cuffs. Colors pink, cognac, rose, reseda, tan and blue or pink and white checks. Sizes 2 to 6 years. Regularly \$2.25. Today, 95c.
Infants' \$1.65 Bonnets, 95c
Of silk crepe. Coarsely interlined and lined with Jap silk. Soft tulle trim and trimmings of twisted silk ribbon, bowknots and rosettes. Sizes 12 to 14. Today, only 95c.
Infants' Long Skirts
In Gertrude style, buttoning on each shoulder. Of fine nainsook, with deep hem and rows of pintucks. Special price today, 95c.
Children's Sweater Coats, 95c
(No Phone or Mail Orders)
Sweater Coats and pullovers, many of pure wool, others of wool union. Knit in heavy fall weaves. In this clearance of oddments. Colors rose, cognac, grey, brown and navy, and sizes 2 to 14 years in the lot. Limit of two to each customer. Many less than half price. Today at 95c.
Simpson's—Third Floor.



5 Yards Flannelette—95c

2,000 yards medium weight striped flannelette, 27 inches wide. Regularly 25c yard. Special, today, 5 yards for 95c.
Huck Towels, 95c Pair
55 dozen heavy Irish Huck Towels with hemmed ends. Size 22 x 36 inches. Less than manufacturer's price. Today, pair, 95c.
Table Cloths, 95c Each
100 only Cotton Damask Table Cloths, size 54 x 90 inches. No phone orders for this item. Special, today, each, 95c.
Plain Sheeting, 95c Yard
600 yards heavy plain weave bleached sheeting, 2 1/4 yards wide. Regularly \$1.25 yard. Special, today, yard, 95c.
Embroidered Pillow Cases, 95c Each
About 200 odd embroidered pillow cases, and some with filet lace design insets. All are hemstitched. Regularly up to \$3.00 pair. Today, special, each, 95c.
Lace Scarfs, 95c Each
300 lace edge dresser, buffet or chiffonier scarfs, 18 x 36, 18 x 45 and 18 x 52 inches. Regularly \$1.50. Today, each, 95c.
Simpson's—Fourth Floor.

\$1.25 Snap Album 95c

Cloth-covered album, with 50 loose leaves—pocket in back. Lettered "Photographs." Regularly \$1.25. Today, 95c.

Congress Playing Cards in Leather Case, 95c
With fancy back and gilt edges, in handsome leather case. Regularly \$1.25. Today, 95c.
Simpson's—Main Floor.

Boys' Scotch Wool Underwear 95c

Shirts and drawers—finest quality. They are mottled grey in color—and of Penman make. Drawers are satin faced at waist—good weight for fall and winter wear. Sizes 24 to 32. Special today, garment, 95c.

Boys' Underwear, 95c

Shirts and drawers—fine elastic knit. Natural shade—fleece finish—soft and warm. Shirts have French finished neck; drawers have satin facing on waist. Sizes 24 to 32. Special today, garment, 95c.

Men's Fall Merino Underwear, 95c

Shirts and drawers, natural shade. Elastic rib cuffs and ankles. Sizes 34 to 44. Special, today, garment, 95c.
Simpson's—Main Floor.

Framed Pictures, 95c

Old master and landscape subjects in antique gilt, oak, etc.—sepia and colored prints. Approximate sizes, 8 in. x 20 in., 10 in. x 14 in., etc. Regularly \$1.25 to \$1.75. Today, 95c.
Simpson's—Sixth Floor.

5,000 Yards Velvet Cords and Twill-Back Velveteens, 95c Yard

Wine, browns, navy, greys, tobacco, myrtle, bronze, ivory, sage, mauve, motor grey, coral, old rose, reseda, sapphire and black. Suitable for dresses, suits, children's coats, millinery. Guaranteed fast pile and fast dye. 22 and 27 in. wide. Regularly \$1.25 and \$1.50. Today, yard, 95c.

S-I-L-K-S

3,000 Yards Natural Pongee Silks, 95c Yard
Selected qualities in fine, even weave. Laundered perfectly. Today, yard, 95c.

Jap Habutai Silks, 95c Yard
Good weight in ivory, pink, black, purple, wine, tan, Paddy, reseda, maize, etc. 36 in. wide. Limited quantity to clear today at yard, 95c.

Fancy Silks, 95c Yard
Short lengths, odd pieces and broken lines in stripes, checks and fancy spot patterns. Mostly in the wanted dark colorings for skirts. Weaves of mes-saline, satin duchesse and chiffon taf-fetas. 20 and 22 in. wide. Extraordinary value today, yard, 95c.
Simpson's—Second Floor.

Women's Brassieres--95c

White cotton, with V-shaped yokes of lace or embroidery. Some bandeau style, of pink net. Sizes 34 to 44. Today, 95c.

Women's White Cotton Nightgowns, 95c
Button front, with high neck and long sleeves, trimmed with embroidery, also slip-over style. Sizes 34, 36, 40. Today, 95c.

Women's White Cotton Corset Covers, 2 for 95c
Yokes of Swiss embroidery and lace, and lace edgings. Sizes 34 to 44 in the lot. Today, 2 for 95c.

Women's Flannelette Drawers, 95c
Of white Saxony flannelette, with elastic at knee and frill of self. Both styles. Excellent value. Today, 95c.

Camisoles at 95c
Jap silk, with lace insertions and edgings. Flesh or white. Today, 95c.

Women's Vests and Drawers, 95c Garment
Of fine combed Egyptian cotton or cotton and wool mixture. High neck and long sleeves or low neck and short sleeves. Ankle-length drawers, both styles. Today, each, 95c.

Fleece-Lined Bloomers, 95c
Of heavy knitted cotton, with soft fleecy lining. Elastic knee. Today, 95c.
Simpson's—Third Floor.

95c Day in the Basement

Phone Orders Filled—Main 7841
Garbage Cans, galvanized iron, bail handle, slip-over cover. Today, 95c.
Furnace Shovels, long D-top handle, heavy steel scoop. Today, 95c.
Coal Scuttle, galvanized iron, good size, strong. Today, 95c.
White Enamel Cullenders, high-grade, large size. Today, 95c.
Aluminum Lipped Sauce-pans, 3-qt. size. Today, 95c.
Aluminum Preserving Kettles, 4-qt. size. Today, 95c.
Scissors and Shears, high-grade, straight and bent trimmers, 6, 7 and 8-inch sizes. Today, 95c.
Nail Hammers, best grade steel. 1 1/4 lbs. \$1.35 value. Today, 95c.

Here Are Exceptional Opportunities in Fall Suits for Men and Stout Men

Simpson's standard suits, of course, and this season's styles too—of qualities and prices which will bring men here this morning by the dozen to reap the benefit of this very special offering. Join the throng and be with the first comers at 8.30 a.m. for best selection.



At \$20.00
Stout Men's Suits, made up from a rich dark brown tweed, with neat narrow stripe effect; single-breasted, 3-button sacque. Especially designed and tailored for stout figures. Sizes 40 to 50. \$20.00.

At \$22.50
Men's Suits, tailored from a dark grey tweed, with darker grey stripe effect—single-breasted, 3-button, soft roll, semi-fitted sacque model. Sizes 36 to 44. \$22.50.

At \$25.00
Men's Suits. Rich dark brown tweeds are the materials. Single-breasted, 3-button, conservative sacque model. Sizes 36 to 44. \$25.00.

Above models all have medium height vests, and trousers finished with side, two hip, watch pockets, belt loops, cuff or plain bottoms.

Sale! Men's Paramatta Raincoats, \$10.75

They are finished in the popular motor model, with close-fitting collar, regular pockets with flaps. Edges and seams both sewn and cemented. Sizes 36 to 44. On sale this morning at \$10.75.

25 Fall Weight Overcoats at \$15.95 Each

These are overcoats for which ordinarily you would have to pay a much higher price. They are much better value, therefore, than their sale price today would indicate.

They are made up in the Slip-on and Trencher models, from smart tweed mixtures, in attractive shades of grey and brown. Sizes 34 to 39 only. On sale 8.30 this morning at \$15.95.
Simpson's—Main Floor.

THESE BOYS' TWEED SUITS Are a Fine Buy at \$7.95

Serviceable and dressy wool and cotton tweed suits for boys—the colors are blue, with double chalk-line stripe pattern. Designed in single-breasted belter model, with shaped back. Full fashioned bloomers, with belt loops and governor fasteners. Sizes 7 to 13 years. Today, special price, \$7.95.

Boys' Suits, \$12.50

The new single-breasted waistline model, developed in a smart brown tweed, with red and grey broken stripe design pattern. Full fashioned bloomers, with belt loops and governor fasteners. Sizes 8 to 12 years. \$12.50.

Juvenile Boys' Suits At \$7.50

Popular navy blue worsted finish material. Designed in novelty junior Russian model, with vertical pockets. Coat buttons up close to neck and fastens with silk cord and tassel. Knicker pants. Sizes 3 to 8 years. \$7.50.

At \$7.50

Distinctive novelty brown mixed tweed. Developed in junior Norfolk model, having all-around stitched belt with buckle fasteners. Coat buttons up close to neck and fastens with silk cord and tassel; knicker pants. Sizes 3 to 8 years. \$7.50.
Simpson's—Main Floor.

The Robert SIMPSON Limited

95c Day in the Draperies

Crettonnes, Shadow Cloths, Art Chintzes, 95c Yard
Included are 48-inch shadow cloths, 32-inch English cretonnes showing floral and bird patterns, and 36-inch American chintzes in big variety. Today, yard, 95c.

Reversible Chair Cushions, 95c
Tufted cushions for willow chairs, etc. The filling is pure and very soft—covered in durable chintz in tapestry effects. Today, each, 95c.

50-inch Portiere Fabric, 95c Yard
Strong cotton in self tones of green or blue, showing reversible damask patterns, 50 inches wide. Today, yard, 95c.
Simpson's—Fourth Floor.

Quart of R. S. Co. Paint and Brush, 95c

High-grade ready mixed paint for inside or outside use. Your choice from complete range of colors—white, buff, dove, grey, drab, pearl grey, medium grey, slate grey, sky blue, medium blue, golden brown, brown, dark brown, medium red, maroon, pale green, pea green, green stone, Nile green, willow green and dark green. One quart and 1 1/2-inch brush complete for 95c.

\$1.38 Coaster Cars for 95c
Hardwood construction, natural varnish finish, three easy running wheels and handle.
Simpson's—Sixth Floor.

High-Class Imported Wall Paper, 95c

Artistic designs and colorings, including tapestries, silk brocades, special novelties, fabric weaves and conventional patterns. Suitable decorative treatments for libraries, halls and living-rooms.
Simpson's—Sixth Floor.

Electrical Needs, 95c

3-foot Drop Cords, for kitchens or bedrooms 95
3 1/2-inch Tubular Flashlights, black with nickel trimming, Lamp and battery complete 95
6-foot Extension Cords, with plug and socket 95
Black Band and 6-inch Ball for veranda or balls 95
Simpson's—Sixth Floor.