95¢ Simpson's 95¢

ONE-PRICE DAY---TODAY

There are probably no events on the Simpson business calendar more popular than the one-price days. And this is a one-price of outstanding importance—Simpson's 95c Sale for today. Especially note the stirring economies the White Sale contributes to the day.

Telephone Main 7841--STORE HOURS 8:30 TO 5:30.--SATURDAYS 8:30 TO 1 P.M., AND NO NOON DELIVERY--*Market Adel. 6100*

Women's Black and White Low Shoes 95c

400 pairs Women's White Canvas and Black Velvet Pumps, British-made, with neat tailored bow on vamp, full fitting last and wood covered heels. Sizes 2½ to 5 only. Today ..... .95

Simpson's—Second Floor.

Wash Fabrics---95c Sales

$1.50 Piques 95c — In white grounds, with stripes of black, blue and green. 36 inches wide. Today, yard .. .95

$1.75 Silk and Cotton Georgette 95c—In light and dark grounds, with dainty floral designs, for summer frocks, fancy blouses and kimonos. 36 inches wide. Today, yard ..... .95

$1.25 Duro Nurse Cloth 95c—In Alice blue with white stripes, and navy and white stripes. 30 inches wide. Today, yard ..... .95

$1.25 Mercerized Pongee 95c — In pretty shades of copen, sky, pink, gray, champagne and white. A highly mercerized cloth. 42 inches wide. Today, yard ..... .95

$1.00 Marquisette, 2 Yards 95c — In plain pink and sky. Daintiest imaginable for summer frocks, etc. 36 inches wide. Regularly $1.00. Today, 2 yards .... .95

$1.25 Fancy White Voiles 95c—In stripes and checks. 36 inches wide. Today, yard .. .95

Simpson's—Second Floor.

Natural Pongee Silk, Yd. 95c

These are specially selected lines from our regular $1.29 to $1.44 stocks, very fine and evenly woven. Today ..... .95

$1.49 Ivory Habutai Silks at 95c

These are splendid value for this low price. 36 inches wide. Today, yard ..... .95

$1.25 and $1.50 Novelty Silks, 95c

18 and 22 inches wide. Splendid selection for waists and dresses. Today, yard ..... .95

The Special Silk Table

Second Floor—featuring remarkable values in remnants of every kind of silk taken from the various departments. Today ..... .95

(Telephone Main 7841.)

Summer Dress Fabrics 95c

Newest gingham overcheck and striped effects in nun's cloth, also silk-striped Luviscas, in black and white stripe effects. 40 inches wide. Regularly $1.69 to $2.00. Today, yard ..... .95

$1.95 to $5.00 Odd Pieces and Remnants 95c—Included in this big sale are lovely stripe sport tweeds, novelty black and white check plaids, gray and white and fawn and white; for present and outing skirts, suits and coats. 50 and 54 inches wide. Clearing today, yard ..... .95

$1.39 to $1.50 Cashmeres and Lustres 95c—Fast black satin-finished cashmeres, 40 inches wide; navy and black lustres, 40 and 44 inches wide. Today, yard ..... .95

$1.50 to $1.95 Fancy Printed Sateens 95c Yard—5,000 yards leading patterns, novelty printed and brocaded effects; high satin finish, for coat linings, underskirts, etc. 30 and 40 inches wide. Today, yard ..... .95

Simpson's—Second Floor.

Six Extraordinary 95c Specials for the Children

1,000 "FIRST SHORTENING" DRESSES, 95c.
A special purchase of $1.65 frocks. White nainsooks and cottons, in dainty high-waisted styles, trimmed with lace edgings and insertions, and finished with tiny ribbon rosettes. Sizes 1, 2 and 3 years. Today, special .95

$2.50 WHITE PIQUE ROMPERS, 95c.
Splendid white pique, in full gathered style. Fancy flare side pockets, drop seat, and elastic at knees. Sizes 4 and 6 years. Extra value. Today ..... .95

$2.00 UNTRIMMED PANAMA HATS, 95c.
Fine white "Toyo" Hats, in two smart shapes for 2 to 5-year-olds. Drooping or smartly rolled brims. Today ..... .95

GIRLS' $1.75 UNDERSKIRTS, 95c.
White cotton, with extra wide flounce of embroidery edging and fine tucks. Double cotton waistband. Sizes 8 to 14 years. Today ..... .95

CHILDREN'S $1.65 NIGHTGOWNS, 95c.
Slip-over style, white cotton, with dainty embroidery edging at neck and sleeves. Sizes 2 to 6 years. Today .95

LITTLE BOYS' COMBINATIONS, 95c.
Good quality balbriggan cotton. Buttoning down front. Round neck and knees, band trimmed. Short sleeves. Closed crotch. Sizes 2 to 3 years. Today, special .. .95

Simpson's—Third Floor.

Boys' Wash Suits 95c

Neat, trim Wash Suits, including "Oliver Twist" models (white waist with blue or tan pants), and "Billy Boy" models in natural linen shade chambray and striped galateas. Sizes 2½ to 8 years. Today, at ..... .95

Boys' Overalls, 95c — 500 pairs blue-and-white striped denim Overalls for sturdy boys. Made with bib front and back, straps to go over shoulders. Sizes 4 to 12 years, at ..... .95

Boys' Knickers, 95c—Fine woven khaki drill Knickers that are cool and comfortable for active boys. Made with 2 pockets and belt loops. Sizes 4 to 10 years, at .95

Simpson's—Second Floor.

$1.25 Art Ticking 95c

1,000 yards, heavy quality, various floral designs. Blues, pinks, fawns, greens—32 inches wide. Today, special, yard ..... .95

Roller Towel Lengths, 95c Each—500 lengths of 2½ yards each. Scotch crash roller toweling—a union mixture of linen and cotton. Special, today, length ..... .95

$1.25 Guest Towels, 95c Pair—300 pairs, fine huckaback, nicely hemstitched, Irish make. Size 15 x 24 inches. Today, special, pair ..... .95

$1.35 and $1.50 Embroidered Scarfs, 95c—Irish embroidered dresser and buffet Scarfs, good quality linen-finished cotton. Sizes 18 x 36, 18 x 45 and 18 x 52 inches. Today, special, each ..... .95

Simpson's—Fourth Floor.

$1.50 Camisole Laces 95c Yd.

Fine embroidered net and shadow lace effects, 12 inches wide, with ¾-inch beading at top for ribbon. Regularly $1.60 yard. Today, yard ..... .95

Simpson's—Main Floor.

$1.25 to $1.95

Chintz Today 95c

A remarkable offering of single bolts of imported and domestic Art Chintzes, 30, 36 and 50-inch widths. Big variety of designs and color combinations, for curtains of all kinds, slip covers, etc. Lengths up to 24 yards. Today.. .95

"Double" Extension Rods, Set, 95c

Popular Flat Rods, guaranteed not to sag or tarnish. There is one rod for the white curtains and a separate one for the side draperies. Will fit any window from 36 to 63 inches. Today, set ..... .95

$1.25 Reversible Seat Cushions, 95c

For canoe or porch. Covers of chintz. Today, each ..... .95

$1.50 Candle Shades, 95c

Dainty Silk Candle Shades, made in our own workrooms. Most wanted colorings. Regularly $1.50. Today, each ..... .95

Simpson's—Fourth Floor.

Pictures 95c

Large assortment of Framed Pictures in color prints of landscapes, sepia, etc. Some have fancy gilt frame with bow-knot at top; others have gumwood frames with dark mat. Sizes 6 x 8, 8 x 10, 8 x 13 inches; also a few Cupid subjects, "Awake and Asleep," oval pictures, in 10 x 14-inch frames. Regularly $2.50. Today ..... .95

Simpson's—Sixth Floor.

95c Specials in Simpson's June Whitewear Sale

$1.50 ENVELOPE CHEMISES, 95c.
720 fine white cotton garments, ribbon-run embroidery edging or lace trimmed at neck and arms ..... .95

$1.25 WHITE COTTON UNDERSKIRTS, 95c.
Neat fitting. Deep flounce of same material. Pin-tucked, and edged with heavy lace. Drawstring at waist. Today ..... .95

WHITE COTTON DRAWERS, 95c.
Wide umbrella style. Frill of pretty Swiss embroidery or lace. Sizes 23, 25, 27. Both styles ..... .95

$1.50 JAP SILK CAMISOLES, 95c.
Beautiful garments, in several dainty designs, featuring lace yokes and chic ribbons. Pink or white. Today ..... .95

$1.25 BUNGALOW APRONS, 95c.
Neatly striped print, extra roomy, finished with belt, smart edgings and useful pocket. Today ..... .95

$1.25 BRASSIERES, 95c.
Strong Brassieres. Excellent quality white cotton. Heavy lace or Swiss embroidery, "V"-shaped yokes. Some bandeau style of pink net. Sizes 34 to 44. Today .. .95

DIRECTOIRE DRAWERS, 95c.
Finely knitted cotton, in delicate shade of pink. Elastic at waist and knee ... .95

WOMEN'S VESTS, 2 FOR 95c.
Fine white cotton, ribbed. Lace yokes and beading trimmed. Extra special, today, 2 for ..... .95

WOMEN'S COTTON COMBINATIONS, 95c.
Summer weight. Every wanted style, including lace trimmed or plain beading finish. Wide lace trimmed drawers. A few have tight knee. Pink or white. Today ..... .95

Simpson's—Third Floor.

Children's Straw Hats 95c

"Rah Rah" and "Jack Tar" shapes, with plain and named bands, Canadian and English makes. Clearances of various incomplete regular stocks. Regularly $1.75 to $2.50. Today ..... .95

Men's and Boys' Caps 95c—Tweed caps, in one, four and eight-piece top styles. Large range of colors. Also a few light-weight silk caps. Regularly $1.50. Today ..... .95

Simpson's—Main Floor.

Wash Petticoats at 95c

English Striped Prints, pink, blue and gray stripes, with pleated flounce. Also black cambric, with colored floral design, finished with dainty flounce. Sizes 34 to 38. Regularly $1.95 and $2.50. Extra special value, today ..... .95

Simpson's—Third Floor.

Jewelry Specials 95c

Pearl Strings, 15 inches long. Regularly $1.95, today ..... .95

10k Gold Birthstone Rings. Regularly $1.75, today ..... .95

10k Baby Rings. Regularly $1.35 and $1.50, today ..... .95

Gold-filled Bangle Bracelets. Regularly $1.25, today ..... .95

Real Whitby Jet Earrings. Regularly $3.50 to $5.00, today ..... .95

Fancy Necklets in jade, coral, black or white. Regularly $2.00, today ..... .95

Pearl Stud Earrings. Regularly $2.00, today ..... .95

Brilliant Stone-Set Barpins and Brooches. Regularly $2.00 and $3.00, today ..... .95

Black Ribbon Watch Fobs, with chains. Regularly $2.50, today... .95

Black Bead Necklets. Regularly $1.75, today ..... .95

Simpson's—Main Floor.

Fountain Pens 95c

A good serviceable fountain pen, with 14k. gold pen, in either fine, medium or coarse point ..... .95

$1.25 Playing Cards, 95c—"Bicycle" Playing Cards, in handsome leather case. Today ..... .95

Stationery Dept.—Main Floor.

Gown Lengths Stamped 95c

500 Nainsook Gown Lengths, stamped in simple or elaborate designs, round, square or V neck. Greatly reduced, today, each ..... .95

Fancy Outing Wool, 5 Skeins for 95c—Sport Floss, amethyst, lavender, yellow, sea green, Nile and electric blue, in 1-oz. skeins. Greatly reduced today, 5 skeins for ..... .95

Simpson's—Fourth Floor.

Rough Brand Sailors 95c

One of the best values this season—smart tailored sailors at less than cost of making. All banded with cord ribbon, and come in a variety of shades, including red, purple, navy and brown. Today, only ..... .95

Great Clearance of Fancy Feathers, 95c

Ostrich mounts, smart wings, novelty feathers and stick-ups, an indescribable variety of styles and colors reduced from various higher prices for quick sale. Today ..... .95

Children's Untrimmed Hats, Today, 95c

A wonderful assortment of pretty little hats in fine straws. Poke, droop and sailor shapes, in a host of colors. Today, special ..... .95

Simpson's—Second Floor.

Women's $2.75 and $3.50 Untrimmed Shapes, 95c

Real lisere shapes, also jap braids in smart sailor, mushroom and close-fitting styles. Popular colors, including black. One extremely low price ..... .95

Women's 40c Plain White Cotton Stockings 3 Pairs 95c

Perfect finish, fine quality. Good weight and seamless. Sizes 8½ to 10. Today, 3 pairs ..... .95

Women's $1.25 Fibre Silk Stockings 95c—Firm and strong. High silk leg, sheer weave and seamless. White, champagne, brown and gray. Sizes 8½ to 10. Today .95

Men's $1.25 Wool Cashmere Socks 95c—Pure wool, summer weight, excellent quality soft firm yarn. Closely knitted and seamless. Pure white. Sizes 9½ to 11. Today ..... .95

Boys' 75c Cotton Stockings, 2 Pairs 95c—Buster Brown brand. Heavy weight, ribbed cotton. Fine soft finish, closely knitted. Fast black. Sizes 7 to 10. Today, 2 pairs ..... .95

Simpson's—Main Floor.

Women's $1.25 Kayser Silk Gloves 95c

Perfect finish, fine treco silk; two dome fasteners and double finger tips. Black, white, gray and mastic. All sizes, but not in each shade. Today ..... .95

No Phone Orders.

Simpson's—Main Floor.

Men's Underwear 95c

Men's Merino Shirts and Drawers—Natural shade, lightweight, soft and smooth. Sizes 34 to 44. Today, garment ..... .95

Men's Bathing Suits, 95c—One-piece suits of good cotton, with skirt. Navy with cardinal or orange trim. Sizes 34 to 46. Today, suit .... .95

Men's $2.00 Shirts 95c—Shirts of soft-finished cotton — gray ground, with black hairline stripes. Separate collar to match. Full yoke. Sizes 14 to 17. Regularly $2.00. Today.. .95

Men's Summer Underwear 95c — Lightweight balbriggan shirts and drawers. Mesh knit in white. Drawers ankle length; shirts long sleeves. Sizes 34 to 44. Today, garment ..... .95

Boys' Shirtwaists 95c—Made from good shirting in neat stripes—collar attached—one pocket. Sizes 12 to 18. Today ..... .95

Simpson's—Main Floor.

Genuine Money-Saving Opportunity---Wool Jersey Skirts $6.95

A Fortunate Purchase of New Styles Made to Sell at $10.50---Four Illustrated

$6.95

Could a sale possibly be more timely? Here are just the very skirts women and misses are wanting most for the many outing, sports and travel occasions of summer, at far less than such skirts usually sell for.

And the qualities! Soft, yet firm woollen weave—the sort that can be crushed into the corner of one's week-end case, and come out ready for instant wear.

$6.95

Smart styles, too—the sketches denote that — and the finishing of a tailored dress skirt. We also obtained the two most wanted shades—taupe for practical wear, French blue for summer sports.

There's a splendid assortment of sizes—practically every need is met. Shop early for choice at today's very low price of 6.95

Lovely Afternoon Frocks in a Selling at $34.75

Charming examples of $55.00 to $75.00 styles for the many dressy occasions of summer—offering rare value to the woman or miss who obtains one today.

Taffetas, satins, georgettes and clever combinings of these fashionable fabrics—in qualities which bespeak their original higher markings.

One in dove gray satin is veiled with richly embroidered georgette, has a broad Egyptian girdle of satin and short sleeves.

Another in heavy taupe taffeta has under-bodice and sleeves of taupe georgette, beaded in black and chrysis red crystals.

An elegant navy charmeuse has draped tunic and bloused bodice, all-over embroidered in navy and Aztec beads and gold thread.

Brown taffeta makes a bewitching bolero frock.

One and all express the new mode in some fascinating way or another; are sized from 16 to 20 years, and 34 to 38, and are worth shopping very specially for today, at 34.75

Simpson's—Third Floor.

$1.50 Umbrellas 95c

Men's and Women's Umbrellas, 150 in the lot. Eight rib, durable cover. No phone or C.O.D. orders, please. While they last, today, each ..... .95

$1.25 and $1.50 Ribbons at 95c Yard—50 pieces brocade, taffeta, satin, plain taffetas, light and dark chine ribbons, as well as many novelties, for hairbows, etc. Today, yard ..... .95

$1.39 and $1.95 Strap Purses at 95c—Black patent and colored leathers, top or back straps, neatly lined. Today, selling ..... .95

$1.50 Fancy Hair Combs, 95c—Fancy Hair Combs and Casque Combs, plain and mounted. Today ..... .95

Six Handkerchiefs, 95c — Those for women are pure linen, for men white lawn. All 20c value. Today, 6 for ..... .95

Simpson's—Main Floor.

95c Sale of

Drugs and Toilet Goods

Sachet Powders, assorted. up to $3.00. Special ..... .95
Assorted Perfumes. Regularly up to $2.50. Special ..... .95
Fairy Soap. Regularly 10c. Special, 12 for ..... .95
Baby's Own Soap, 15c. Special, 8 for ..... .95
Castile Soap, large bar, 35c. Special, 4 for ..... .95
Large Bath Soap, 25c. Special, 5 for ..... .95
Pears' Unscented Soap, 20c. Special, 6 for ..... .95
Vinolia Cold Cream Soap, 10c. Special, 12 for ..... .95
Fountain Syringe, $1.50. Special .95
Vaginal Douche, $1.50. Special .95
Dupont's Tooth Brushes, 50c. Special, 3 for ..... .95
Pebeco Tooth Paste, 50c. Special, 3 for ..... .95
Traveling Roll-ups, $1.25 to $2.00. Special ..... .95
Medicinal Paraffin Oil (40 ozs.). Special ..... .95
Fruitatives, 50c size, 3 for ..... .95
Gin Pills, 50c size, 3 for ..... .95
Chase's Nerve Food, 50c size, 3 for ..... .95
Beef, Iron and Wine, 68c. Special, 2 for ..... .95

(War Tax Included.)

Simpson's—Main Floor.

Household Hardware 95c

(Phone Main 7841.)

Matchless Floor Wax, a good grade Canadian make, 2 one-pound cans today for ... .95

Dusting Mops, for dusting waxed hardwood floors, linoleum, oilcloth, woodwork, triangular shape, complete with long handle. $1.25 value. Today ..... .95

Skirt or Ironing Boards, a well-finished, smooth, white board, 12 x 60 inches. Today ..... .95

Refrigerator Pans, oblong shape, galvanized iron, 15 x 18 x 4½ inches. $1.25 value. Today ..... .95

Brush Floor Brooms, good general purpose household hair broom, with long handle. Today ..... .95

Cedar Oil Polish, for use on woodwork, furniture, polish mops, etc., half-gallon can, $1.50 value. Today ..... .95

Reliable Dry Cell Battery. Today, 2 for ..... .95

"Gem" Safety Razors, with 7 Gem Damaskene blades, in leatherette-covered case. Today ..... .95

Dressed Dolls, 16 ins. long, composition head, stuffed body, neat dresses, $1.25 value. Today ..... .95

$1.75 Brass Jardinieres 95c

200 Heavy Brass Jardinieres, with 3 ball feet, holds 6-inch pot, dull finish. Special ..... .95

Camp Cups and Saucers, 95c Half Dozen—English white porcelain, ovide shape. Special, 6 for ..... .95

$1.25 Glass Flower Baskets, 95c—Clear white glass, 6-inch size, choice of 3 designs. Special, each ..... .95

Simpson's—Basement.

Silver-Plated Bread Trays 95c

100 only, in two designs—plain satin finish, with fancy ends or fluted border. Regularly $2.00 and $2.50. Today ..... .95

$1.85 Butter Holders, 95c

100 only. Open Butter Dishes, with glass lining, pierced silver-plated frame or stand. Today .. .95

Sterling Silver Deposit Ware, 95c Each

Relish Dishes, Butter Plates, Cream Jug and Sugar Bowl Sets, with sterling silver deposit scroll design. Regularly $1.75 and $2.00. Today ..... .95

$1.75 Fruit or Berry Spoons, 95c

Rogers' Silver - Plated Berry Spoon Servers, in various patterns. Each in fancy lined box. Today, selling ..... .95

6 Tea Spoons, 95c Set

Rogers' Silver-Plated Teaspoons, large or small sizes, bright finish, floral pattern. Today, special ... .95

Simpson's—Main Floor.

$1.45 and $3.50 Small Rugs 95c

Bedroom and Bathroom Rugs. A clean-up of small sizes in odd cotton rugs, washable bath mats and novelty rugs. Various sizes. Some slightly soiled. Today, each ..... .95

No Phone or Mail Orders, Please.

Cocoa Matting, 95c Yard—Strong Cocoa Matting, for passage or verandah use. 45 inches wide. Special today, yard ..... .95

Hemp Carpet, 95c Yard—Extra heavy quality, reversible. Plain gray centre, with colored line border. 36 inches wide. Today, special, yard..... .95

Simpson's—Fourth Floor.

10 Rolls of Wall Paper 95c

Choice of floral and stripe papers for bedrooms, conventional and tapestry effects for dens and sitting-rooms, in large range of attractive color treatments. Regularly 12½c to 18c roll. Today, 10 rolls for ..... .95

$1.50 to $2.50 Wall Papers, 95c Roll—Selection of high-class wall papers, including new artistic decorations for halls and living-rooms. Verdure tapestries, shadow cloth papers, chintzes and plain fabric effects. Today, roll ... .95

Simpson's—Sixth Floor.

The Robert SIMPSON Company Limited