

# The Important Item on Your Program Today

## SIMPSON'S 95 CENT SALE

Interesting style features are provided in all the ready-to-wear departments for out-of-town visitors.



### In Women's Wear

**ATTRACTIVE SUITS, \$10.00 TO \$65.00.**

Including Many at \$20.00, \$25.00 and \$30.00.

We are well prepared to display for you the beauties of the new spring suits in style, finish and materials. There were never more beautiful models offered, and there are hundreds of suits to choose from.

**NOVELTY DRESSES FOR SPRING, \$16.50 TO \$20.00**

Chiffon taffeta, messaline, crepe de chine, and serge, in plain and combination styles, showing skirts in cascade effects, pointed or circular tunics and wide flares, waists with the new cape effects, silk or crepe vestees and collars, and the season's novelty trimmings; colors are rose, reseda, black, navy, bottle green, white, helio, holly, gray and taupe; sizes 32 to 42. Prices . . . . . 16.50 to 20.00

**WOMEN'S DRESSY COATS FOR SPRING.**

Novelty silks, moires, gabardines, serges, poplins, coverts, stripes, checks and tweeds; a wonderful array of smart top coats for all occasions, sports, golfing, motoring or dressy wear; many individual models. Prices . . . . . 4.95 to 65.00

**FOR YOUNG WOMEN IN OUR NEW DEPARTMENT TAILORED SPRING SUITS FOR MISSES AT \$19.75.**

Six of the smartest styles in Thursday's showing; the coats include fancy flare models, belted and semi-tailored designs; a particularly good model is in pretty flared effect, with appropriate braid trimmings; new belt sleeves; metal buttons, and raw silk over collar; the skirts are wide and full flared, with yokes, belts and shirring; the fabrics are the finest, gabardine and taffeta, in all the favored shades. Specially priced . . . . . 19.75

**MISSES' SKIRTS.**

Separate skirts were never as popular nor come as unique and distinctive as now. Do not fail to inspect our matchless models and exclusive designs. Two smart models, in blue and black serge and black and white checks, with pockets, braid and bone button trimmings; cut on new spring lines. Specially priced 2.45 and . . . . . 2.75

Other clever models, in gabardine, serge, worsted, checks, silk and corduroy, for sport, street and general wear, featuring the newest effects for spring, are moderately priced Thursday upwards from . . . . . 3.75

### L. SIMPSON DRUG

- Showers Bath Spray, attaches to faucet of bath tub. Regular \$1.25. Thursday . . . . . .95
- Hot Water Bottles, an extra strong and heavy bottle. Regular \$1.50. Thursday . . . . . .95
- Rubber Gloves, size 8 1/2, Regular 75c. Special Thursday, 2 pairs for 95c. Blue, Iron and White. Regular 40c. Thursday, 3 for . . . . . .95
- Rose Hair Tonic, 50c. Lavender Shampoo Powder, 25c. Tonic Disinfectant Comb. 50c. All together .95
- Abdominal Belt, red felt chamomile lined. Regular \$1.25. Thursday, only . . . . . .95
- Tasteless Preparation of Cod Liver Oil. Regular 75c. Thursday, 2 for . . . . . .95
- Fine Bleached Muslin, Regular \$1.25 to \$1.50. Thursday, Reg . . . . . .95
- Boric Acid. Regular 25c lb. Thursday, 6 for . . . . . .95
- Whisk Extract and Glycerine Oil. Thursday, 3 for . . . . . .95
- Iron, Quinine and Wine Tonic, 50c. Thursday, 3 for . . . . . .95
- Compound Syrup of Hypophosphites. Thursday, 3 for . . . . . .95
- Wine Tonic . . . . . .95

### GIRLS' MIDDY BLOUSES, 95c

500 MIDDY BLOUSES. For girls of 6 to 14 years, in several smart styles, including Balkan, American Lady, yoke and side lacing; some have appropriate emblems on the sleeves and pockets; the materials are of the best quality jean and drill with collars of red, navy and cadet. Thursday . . . . . .95 (Misses' Department)

### WOMEN'S WASH DRESSES

88 only, in gingham, sephya, crepe and fancy weaves. Regular \$3.50 to \$5.00. Thursday . . . . . .95 (No Phone or C.O.D. Orders)

### 200 EMBROIDERED NET WAISTS

A WONDERFUL OPPORTUNITY. Many designs in black or ivory; long or short sleeves, high or low neck; all lined with pure silk. Regular \$2.95 and \$3.95. Thursday . . . . . .95

### TUB SILK WAISTS

White and black and white and tan, made in simple tailored style, with high collar, open front and long sleeves; sizes 34 to 42-inch bust. Regular \$2.95. Thursday . . . . . .95

### A MIXED LOT

of Pure Silk Messaline and Paillette Waists, in black or good dark colorings; varied designs and sizes. Regular \$2.95. Thursday . . . . . .95 (No Phone or Mail Orders for waists)

### BELFAST LINEN HAND-KERCHIEFS

WOMEN'S HANDKERCHIEFS. Narrow hemstitch borders, fine, smooth, even threads. Thursday, 12 for . . . . . .95

### MEN'S HANDKERCHIEFS

Half and 3/4-inch hemstitch borders, full size, extra quality linen. Thursday, 7 for . . . . . .95

### TRIMMINGS

REAL BEAVER AND OTTER FUR TRIMMING. 100 yards only, varied widths. Regular \$2.00 to \$4.00. Thursday, yard . . . . .95

### RIBBON BOWS

Newest styles, made from short lengths of fancy taffetas, satins, failles and plain taffetas, to be used on the new iserise shapes. Regular \$1.25 to \$2.50. Thursday . . . . . .95

### SAMPLE NECKWEAR

Women's sample pieces, lace vestees, high pleated collars, wired, made of fine Venetian lace or sheer Brussels net, hand-embroidered, all new styles; no two alike. Regular \$1.50, \$2.00 to \$3.00. Thursday . . . . .95 (No Phone or Mail orders)

### KNITTED SILK TUBULAR MUFFLERS

Fancy Roman stripes or self colors, ends finished with knotted fringe. Regular \$2.00 and \$2.50. Thursday .95

### READING SPECTACLES

REGULAR \$2.00 AND \$3.00. White metal frames, best periscopic lenses . . . . . .95 95c Extra when special grinding is necessary.

### STATIONERY

Leather Writing Portfolios, Regular \$1.50, for . . . . . .95 Remex Pens . . . . . .95

### ALARM CLOCKS, 95c

Guaranteed accurate timekeepers, American movements, loud, clear alarm bell on top, shut-off lever, plain nickel-plated case. Thursday . . . . .95

### JEWELRY, 95c

BROOCHES AND BAR PINS. 9k gold, set with real half pearls. Regular \$1.50 and \$2.00. Thursday, selling . . . . . .95

### 100 RINGS FOR WOMEN.

9, 10 and 14k gold, set with opals, garnets, turquoise, agates or sapphires or combinations of various stones. Thursday . . . . . .95

### LOCKETS AT 95c

Gold-filled, plain or stone set. Thursday . . . . . .95

### BANGLE BRACELETS.

Gold-filled, plain or engraved, some are set with colored stones. Regular \$1.95. Thursday . . . . . .95

### LADIES' WATCH FOBS.

Silk ribbon and chain, some in woven gold, set with charms. Thursday selling . . . . . .95

### MEN'S FOBS.

Ribbon and gold-filled chain or woven designs; some with charms, others with lockets. Thursday . . . . . .95

### WATCH AND CHAIN, 95c

A RELIABLE WATCH AT 95c. A 16-size, open face, stem-wind and set, guaranteed to keep accurate time, inside plate covering the movement; watch and chain. Regular \$1.80. Thursday . . . . . .95

Toronto customers have come to recognize our one-price days as among the greatest opportunities for saving on their buying. Today's 95 Cent Sale demonstrates to our out-of-town visitors the surprising values we can give for this small sum. Be here early. Sale begins 8.30 a.m.

### GOOD BOOTS AT 95c

WOMEN'S BOOTS. High and low cut; 300 pairs; lace, button and gaiter styles; plain and toe-cap vamp; light McKay sewn soles; broken sizes. Thursday . . . . .95

### MEN'S HOUSE SHOES.

400 pairs, black kid, Romeo style, sizes 7 to 10. Regular \$1.49. Thursday selling . . . . . .95

### BOYS' DONGOLA KID BOOTS

90 pairs, in Blucher style; McKay sewn soles; sizes 1, 2, 3 and 5. Regular \$1.75. Thursday . . . . . .95

### GIRLS' BOOTS.

500 Pairs Dongola Kid Boots, in button and Blucher styles; good weight McKay sewn soles; patent toe-cap and low heels; sizes 5 to 10 1/2. Thursday selling at . . . . . .95

### WOMEN'S HOUSE SLIPPERS.

Quilted satin, with flexible leather soles; padded insoles; red, blue, pink, lavender and black; sizes 3 to 6. Regular \$1.25. Thursday . . . . . .95

### WOMEN'S AND CHILDREN'S UNDERWEAR

WOMEN'S CORSETS. White coutil and batiste; new styles, with medium bust and medium or long skirt; sizes 19 to 30 inches in the lot. Regular \$1.25, \$1.50 and \$1.75. On sale Thursday . . . . . .95

### WOMEN'S BRASSIERS.

"Gossard" model, French batiste, hooked front, sizes 36 to 44 bust. Regular \$1.50. Thursday . . . . . .95

### CHILDREN'S COMBINATIONS.

Fine weight; white, flat knit, pure wool, English made, sizes for 2 to 10 years. Regular \$1.50. Thursday . . . . . .95

### WOMEN'S SWISS VESTS.

Ribbed pure silk and wool mixture; sizes 34 to 42 bust. Regular \$1.75. Thursday . . . . . .95

### CHILDREN'S PYJAMAS.

Printed velours, in pink or blue; Japanese picture border; sizes 2 to 10 years. Regular \$1.25 and \$1.50. Thursday . . . . . .95

### CHILDREN'S SWEATER COATS.

Light weight, soft, pure wool, fancy weave; sizes 2 to 6 years. Regular \$1.50. Thursday . . . . . .95

### WOMEN'S NIGHTGOWNS.

White cotton, V neck, button front or square neck, lengths 58, 68 and 80 in. Regular \$1.25 and \$1.50. Thursday . . . . . .95

### GLOVES AND HOSIERY

LONG GLACE KID GLOVES. 18-button length, white glace kid, mousquetaire style, dome fasteners, over-sewn seams, sizes 5 1/2 to 6 1/2. Regular \$2.00. Thursday . . . . . .95

### GLACE KID GLOVES.

Wrist length, black stitched back, white and black contrasting stitching; sizes 5 1/2 to 7 1/2. Regular \$1.25. Thursday . . . . . .95

### MEN'S AUTOMOBILE GAUNTLETS

Tan and black, regular stock line, unlined, some folding cuff style, and fringe cuff; sizes 7 to 8. Regular \$2.00 and \$2.25. Thursday . . . . . .95

### MEN'S BLACK CASHMERE STOCKINGS.

Seamless finish, good weight, sizes 9 1/2 to 11. Thursday . . . . . .95

### SILK HOSE AT 95c.

Women's Pure Thread Silk Hose, American make; fashioned; black, white, colors, and novelties; newest spring designs. Regular \$1.50. Thursday selling . . . . . .95

### WOMEN'S "PEN-ANGLE" "SECOND" ONDS.

Plain Black and Cashmere Hose, Regular 45c. Thursday selling at 35c pairs for . . . . . .95

### CHILDREN'S ALL-WOOL STOCKINGS.

One-and-one ribbed cashmere, black and tan; sizes 6 to 8 1/2. Regular 60c. Thursday, 3 pairs . . . . . .95

### JAPANESE CREPE KIMONOS

Fancy figured crepe, sky, pink helio and gray; loose-fitting, belt at waist; trimmed with thin crepe. Regular \$1.50. Thursday . . . . . .95

### MERVOTAP PETTICOATS.

New Full Petticoats, splendid wearing material; black, Copenhagen or navy; deep full bounce of knife-pleated; trimmed with ruching; lengths 36 to 42. Regular \$1.50. Thursday . . . . . .95

### MILLINERY

UNTRIMMED HAT SHAPES FOR WOMEN AND MISSES. 500 Only Satin Shapes or Satin and Hemp Combinations, and a few in corded silk; small, close-fitting styles; saliers and turbans; a down ornament or ribbon bow in all to be needed to make up a smart street hat; navy, nigger brown, blacks and some colors. Thursday . . . . . .95

### SILK BARGAINS AT 95c

ALL SILK FRENCH CREPE DE CHINES. Popular shades, with rose and flesh pink, champagne, ivory, black, etc.; 40 inches wide. Regular \$1.50 to \$1.75. Thursday . . . . . .95

### 3000 YARDS BLACK SILKS.

Comprising silk taffetas, messalines, paillettes and satin duchesses; widths 36 to 39 inches. Regular \$1.25 to \$1.35. Thursday . . . . . .95

### TRIMMING SILKS.

Good designs, in brocades, dresdens, fancy cotoles, etc. Regular \$2.00. On Thursday . . . . . .95

### DRESS FABRICS

CREAM CHINGILLA COATING. For spring and sport coats, 54 inches wide. Regular \$1.50. Thursday . . . . . .95

### SUITING SERGES.

Fine twill, soap shrank, navy blue and black; 54 inches wide. Regular \$1.25 and \$1.50. Thursday . . . . . .95

### ENGLISH SAN TOYS AND POP-LINS.

Spring tones, 42 and 44 inches wide. Regular \$1.25. Thursday . . . . . .95

### TWEEDS, WORSTED AND CHECK SUITING.

Special tables, shepherd checks and tweeds; spring colors; English fancy worsted; 56 to 58 inches wide. Regular \$1.25 to \$2.00. Thursday . . . . . .95

### WASH GOODS

28-inch Diapers, 250 pieces, antiseptic and absorbent, made up into 10-yard lengths. Regular \$1.25 piece. Thursday, 10 yards for . . . . . .95

### 36-INCH SILK AND COTTON GEORGETTE CREPES.

Full range of shades. Regular 75c. Thursday, 2 yards for . . . . . .95

### 42-INCH SHEPHERD CHECK SUITING.

1000 yards, three sizes and black and white check. Regular 25c yard. Thursday, 5 yards for . . . . . .95

### WHITE GROUND VOILES.

With black stripes, figures and scroll effects; also plain black crepes and odd lines of all black fabrics. Regular 25c and 35c. Thursday, 5 yards for . . . . . .95

### GINGHAM AND NURSE CLOTH.

In checks and stripes, for children's wear, house dresses, etc. Regular 15c and 20c. Thursday, 10 yards for . . . . . .95

### LINENS AND STAPLES

DOUBLE BED SHEETS. Fully bleached, made in England, 2-inch top hem and 1-inch hem at bottom; size 70 x 90 inches; 300 pairs. Thursday, pair . . . . . .95

### PILLOW COTTON.

Plain Pillow Cotton, 40 inches wide. Thursday, 6 yards for . . . . . .95

### FACTORY COTTON.

Close, even weave, 36 inches wide. Thursday, 10 yards for . . . . . .95

### NAINBOOK.

Fine quality, pure finish, 36 inches wide. Thursday, 8 yards . . . . . .95

### PLAIN PINK FLANNELETTE.

32 inches wide, new soft finish. Clearing Thursday, 8 yards . . . . . .95

### BATH TOWELS.

White Hemmed English Turkish Bath Towels, size 20 x 35 inches. Thursday, 8 pairs . . . . . .95

### Bleached Table Damask, 64 inches wide.

Thursday, 2 1/2 yards . . . . . .95

### FLOOR COVERINGS

BATH MATS. In rose and white only, size 34 x 18 inches. Regular \$1.50. Thursday . . . . . .95

### RAG RUGS.

Plain centres, with striped borders, at ends only; mauve, brown and green; size 30 x 60 inches. Regular \$1.50. Thursday . . . . . .95

### INLAID LINOLEUM.

In block, tile, floral and hardwood patterns; good range of designs. Regular \$1.10. Thursday, square yard . . . . . .95

### HEAVY COCOA MATS.

Size 20 x 35 inches. On sale Thursday . . . . . .95

### STENCILLED PRAIRIE GRASS MATS.

60 only, plain centres with printed fancy borders, in various colors; size 38 x 72 inches. Regular \$1.25. Thursday . . . . . .95

### DRAPERY ITEMS

ENGLISH LACE CURTAINS, PER PAIR, 95c. Nottingham, with rich, lacey borders and spray centres; 3 yards long; Colbert edges; white only. Thursday, pair . . . . . .95

### LACE-TRIMMED WINDOW SHADES FOR 95c.

Opaque cloth, size 38 x 72 inches, in white only, trimmed with linen lace and mounted on strong spring roller. Regular 80c. Thursday, 2 for . . . . . .95

### JAPANESE WICKER LAMP SHADES FOR 95c.

Fine wicker, lined with silk, in white only. Regular \$1.55, \$1.50 and \$1.45. Thursday . . . . . .95

### FLAT SILVER

SIX SILVER-PLATED KNIVES. Plain pattern, and six Forks, silver-plated, with handles to match; 12 piece set. Regular \$1.50. Thursday . . . . . .95

### FRUIT BOWLS, 95c.

Large Glass Fruit or Nut Bowl, cut glass pattern, with removable silver-plated rim. Regular \$1.50. Thursday . . . . . .95

### BRASS, CHINA, GLASS

BRASS JARDINIERS. 6-inch size, dull or bright finish, three ball feet. Regular \$1.25. Thursday . . . . . .95

### BRASS FERN POTS.

Three claw feet, earthenware lining, dull or bright finish. Regular \$1.25. Thursday . . . . . .95

### BRASS CRUMB TRAY AND SCRAPER.

Brush finish. Regular \$1.50. Thursday . . . . . .95

### AWATA VASES.

Sizes up to 16-inch, floral decoration. Thursday . . . . . .95

### ALMOND SETS.

Royal Nippon China, floral decoration, hand-painted, six individuals and one tray. Regular \$1.50. Thursday . . . . . .95

### GOBELTS.

With small star cutting and key border. Regular \$1.75 dozen. Thursday, dozen . . . . . .95

### KITCHEN GLASSWARE SET.

Seven-Piece Water Set, four-piece Table Set and a Large Fruit Bowl, 12 pieces. Thursday . . . . . .95

### WALL PAPERS

ROOM LOTS OF WALL PAPERS. Regular value \$2.50 and \$3.00. Thursday . . . . . .95

### JAPANESE LEATHERS.

36 inches-wide, hand-tooled designs, metallic effects. Regular \$1.50. Thursday, yard . . . . . .95

### SOIRETTE DRAWING-ROOM PAPERS.

Pastel shadings. Regular \$1.00 roll. Thursday, 2 rolls . . . . . .95

### IMPORTED TAPESTRIES.

and hand-blocked Papers. Regular \$1.50 to \$2.25. Thursday, roll . . . . . .95

### ELECTRIC FIXTURES

TWO-LIGHT FIXTURES. Flemish Sheffield design, chain hangers and shades. Regular \$1.50. Thursday . . . . . .95

### ONE-LIGHT HALL PENDANT.

In brush brass, 8-inch fancy ball. Regular \$1.75. Thursday . . . . . .95

### PHOTO SUPPLIES

100 BOX ROLL FILM CAMERAS. Picture 2 1/2 x 3 1/4 inches, good lens and view finder. Regular \$1.50. Thursday . . . . . .95

### PRINTING OUTFIT.

With galight paper. Regular \$1.25. Thursday . . . . . .95