

Visitors are reminded that all charges are prepaid to any point in Ontario on purchases of \$10.00 and over. While you are shopping we will check any parcels or wraps at the free check office in the Basement.

## At 95c

Main Floor

**\$1.25, \$1.50, \$2.00 SHIRTS AT 95c.**  
"Arrow," "Congress," "Star" and "Crescent" makes. Broken ranges of better quality shirts, to make room for new fall goods. There are hairline, double and cluster stripes, of blue, black, helle and tan; single and two-tone effects. Cloths are cambric, soisette, zephyr and Russian cords. Coat styles; laundered and double French cuff styles. Sizes 13 1/2 to 17. Reg. \$1.25, \$1.50 and \$2.00. Thursday, 95c.

**HAND BAGS AT 95c.**  
Crepe and Morocco grain leathers, plain and figured linings; mirrors and coin purses. This season's shapes and styles. Thursday, 95c.

**JEWELRY AT 95c.**  
Signet and birthstone rings of solid 10k gold; 10k pearl set tie pins; 9k lace pins; 14k baby pins; 9k bar pins and Maple Leaf safety pins; many designs in gold-filled lockets; gold filled expansion and band bracelets; woven wire and ribbon bows; gold filled watch chains, single, double and Waldemar style; antique rings, brooches and tie pins. Regular \$1.50 to \$2.00. Thursday, 95c.

**RIBBON BAGS AT 95c.**  
Made from short ends of expensive ribbons. Good assortment of colors and styles. Thursday, 95c.

**UMBRELLAS AT 95c.**  
Men's or women's good black taffeta finished covers, best steel frame and natural wood. Thursday, 95c.

**GLOVES AND HOSE.**  
Women's Silk Hose, seamless finish, strong clear weave, deep blue thread top; black, white and colors. Regular \$1.25. Thursday, 95c.

**Women's "Penangle" Hose, plain black cashmere, manufacturer's "seconds," seamless, closely knitted, spliced heel, toe and sole. Regular 45c. Thursday, 3 pairs, 95c.**

**Boys' and Girls' Stockings, English black cashmere, two and one ribbed, fall weight, close elastic weave; sizes 6 to 8 1/2. Regular 25c. Thursday, 4 pairs, 95c.**

**Women's Wash Gloves, leatherette, white only, dome fastener, pique sewn seams. Sizes 5 1/2 to 7 1/2. Regular \$1.25. Thursday, 3 pairs, 95c.**

**Women's Outsize Hose, mercerized Hala thread, extra wide leg, high lustrous finish, seamless, extra close weave spliced heel, toe and sole, black only. Regular 39c. Thursday, 3 pairs, 95c.**

**Women's "Llama" Hose, cashmere, English make, seamless, closely knitted, full weight; spliced heel, toe and sole. Regular 95c. Thursday, 3 pairs, 95c.**

**Men's Half Hose, plain black cashmere, seamless foot, extra fine quality; spliced heel, toe and sole. Sizes 9 1/2 to 11. 39c quality, 3 pairs, 95c.**

**Men's French Suede Gloves, tan and gray, unlined, dome fasteners, strong sewn seams, soft light weight skins. Sizes 7 to 8 1/2. Regular \$1.25. Thursday, 3 pairs, 95c.**

**36-INCH SHADOW NETS.**  
New patterns in white, ivory or ecru, 28 inches wide. 2 yards of these pretty nets will be sufficient for waist. Special 2 yards-for, 95c.

**Shadow Lace Flouncings, Ivory or ecru, 18 inches wide, new flouncings, new patterns, 3 yards of flouncings for blouse waist. Special, 3 yards for, 95c.**

**MARMALADE JARS.**  
Sterling silver deposit, crystal glass. Regular \$1.75. Thursday, 95c.

**MAYONNAISE BOWLS.**  
Cut glass pattern, silver plated stand, pierced design with serving ladle. Regular \$2.00. Thursday, 95c.

**TABLE SPOONS.**  
Set of six Rogers A1 quality silver-plated Table Spoons, "Helena" pattern. Regular \$1.50. Thursday, 95c.

**DESSERT SPOONS.**  
Six Silver-plated Dessert Spoons, "Rose pattern," fitted in a fancy lined box. Regular \$1.50. Thursday, 95c.

## Third Floor

**WOMEN'S WAISTS AT 95c.**  
Broken sizes and odd lots of silk, chiffon and net embroidered waists, practically every color, both light and dark colors, also ecru and black; styles are too numerous to be described; every one is a real bargain. Regular \$2.95, \$3.95 and \$5.00. Thursday at 95c.



# Today at SIMPSON'S

Besides the many special values at 95c which are the feature of today's One-price Sale, these items below are worthy of attention. Special emphasis is laid on the style and quality of the wearing apparel.

## A Sale of Men's Cravenettes at \$7.95

There are men who will not wear any other kind of a top coat but a cravenette. These are made from an English cravenette cloth, in plain gray and in olive shades; cut single-breasted, fly-front, Chesterfield style; 30 inches long; lined with good, serviceable linings, and well tailored. Sizes 36 to 44. Regular \$10.00 coats. Thursday, 7.95

## Men's Winter Overcoats \$10.50

Made of chevot-finished melton cloth, in plain black; made in Chesterfield style; single-breasted fly front, with velvet collar; a coat that always looks well, and is good for both fall and winter. Sizes 36 to 44. A very fine coat for 10.50

## Men's English Bathrobes at \$5.50

They are made from splendid quality blanket cloths, in blue and red and green and gray, in smart figured patterns. Cut long and roomy and has girdle at waist. Splendidly finished. Sizes 34 to 46, at 5.50

## You Will Like These Suits at \$20.00

These suits were made for the better dressers, and every feature of every garment is perfect. Materials, tailoring, style—all are the kind that particular men will like. Made of a beautiful English worsted, medium gray, small check pattern; single-breasted style. Sizes 36 to 44. Price 20.00

## New Patterns in Inlaid Linoleums

We have just received our Fall shipment of Nairn's and Barry's Scotch Inlaid Linoleums. There is a complete range of new designs, in block, tile, imitation of hardwood flooring, in green and white, blue and white, red, green and brown, plain blue, plain green, etc. The patterns cannot fade, as it is colored through to the canvas back. Per square 1.25

## NEW SEAMED AXMINSTER RUGS.

The reason why we mention these rugs today is that many people have been waiting for the new patterns. They are now here, in Oriental, conventional and medallion effects, soft rose, blue, green and brown colorings, suitable for dining-rooms and living-rooms.

Reversible Rugs at 75c Each—These reversible rugs come in mottled centres in brown, red, green and blue mixtures, with border at ends only, suitable for bedrooms. Size 24 x 48 inches. Price, each 75c

## Here's Footwear for the Family Boots for Boys

Medium and heavy-weight box kip Blucher boots, heavy solid standard screw soles; all sizes 1 to 6; worth 1.99

**Dongola Kid and Box Kip Boots, dandy last, good weight soles. Sizes 11 to 13; worth \$2.00. Thursday, 1.69**

## Girls' Boots, \$1.85 and \$2.29

Girls' Gunmetal School Boots, with kid uppers, good weight McKay sewn soles, with solid insoles, college girl's toe shapes and low heels. Thursday, sizes 8 to 10 1/2, \$1.85; sizes 11 to 2, \$2.29.

## Special Sale of Women's Boots at \$2.49 Men's Strong and Comfortable Boots \$3.24

On Thursday we offer over 1,000 pairs of women's American-made boots at \$2.49, every pair of which is worth at least \$4.00, and many of them are worth \$5.00. There are patent leather, gummetal and dull kid leathers, kid and cloth tops, lace and button styles, medium and high cut tops. Regular \$4.00, \$4.50 and \$5.00 values. Thursday, 2 for \$2.49

## Suits Made to Suit the School Boy

**A Value Hard to Equal at \$3.85**  
These suits have smartly designed single-breasted Norfolk coats, and well-made full size bloomers. The materials are English tweeds, in browns and grays. These suits are especially good for school wear, because of the hard-wearing pattern, and strong sewing. Sizes 25 to 35, for ages 7 to 17. A 3.85 thoroughly good value at 3.85

**High-Grade Suits at \$6.95**  
At this price we offer for clearing Thursday 87 smart-appearing, fancy Norfolk suits that sell regularly at \$15.50 and \$10.00. A splendid assortment of neatly woven patterns, in rich shades of dark grays and browns. All sizes 26 to 38. Thursday, 6.95

**Officers' Trunks**  
Strongly constructed of three-ply veneer, and fibre covered, all rounded corners, heavy lock and bolts. 36-inch, 13-inch, \$12.50; 30-inch, \$10.75; 40-inch, \$11.75.

## Club Bags

Solid leather, hand-sewn frames, double handles, brass lock and bolts; heavy leather stitched corners, leather lined, with pockets. Thursday, 13-inch, \$12.50; 20-inch, \$13.50.

## An Invitation



All women are cordially invited to our fur department today to view the new Coats, Scarves and Muffs which form a representative display of the best in fur fashions.

## Other Items of Women's Wear at 95c From the Third Floor

**\$1.50 TO \$2.25 WOMEN'S NIGHTDRESSES AT 95c.**  
Finest nainsook, slip-over styles, semi-French embroidered, or adorned with lovely Val lace and embroidery insertions, silk ribbons, several styles; lengths 56, 58, 60 inches. Regular \$1.50 to \$2.25. Thursday, 95c

**\$1.50 TO \$2.75 CORSETS AT 95c.**  
Clearing several models of "D. & A." and "C.C. a la Grace" makes; models for slender, medium and full figures; not all sizes in any one model, but sizes 19 to 36 inches in the lot. No phone or mail orders. Regular \$1.50 to \$2.75. Thursday, 95c

**\$1.50 UNDERSKIRTS AT 95c.**  
Fine cotton, deep flounce with cluster tucking and Val lace insertions and edges; lengths 39, 40 and 42 inches. Regular \$1.50. Thursday, 95c

**WOMEN'S VESTS, 2 FOR 95c.**  
Finest ribbed white cotton, light weight, low neck and short sleeves, neck and sleeves finished with fine torchon lace. Sizes 34 to 42, bust, 95c

**HERE IS SOMETHING: \$5.00 WAISTS AT 95c.**  
There are 500 of them. Made of pure English and French flannel, light and dark checks and

stripes, perfectly cut and man tailored, open fronts, fastens with big pearl buttons, high detachable collars and long sleeves; the most perfect fitting waist it is possible to buy. Sizes 34 to 40. They were priced \$5.00 each. Thursday, 95c

**PADDED VESTS AT 95c.**  
Padded Silk Vests, black, lined with mauve or white, also all black, close-fitting "V" neck and sleeveless. Sizes 34 to 48. Regular \$1.50. Thursday, 95c

**PETTICOATS AT 95c.**  
Smart styles in mercerized sateen and a few moire; black, navy, green, brown and purple; good width, deep pleated flounces; lengths 36 to 42. Regular \$1.50. Thursday, 95c

**500 STAMPED NIGHTDRESSES, 2 FOR 95c.**  
Women's Nightdresses of extra good soft white cotton and stamped in round, square or "V" yoke for simple working; all with full 3 1/2 yards of material. Regular 79c. Thursday, 2 for 95c

**\$1.75 TO \$5.00 BANDINGS AT 95c.**  
Rich beaded and silk embroidered bandings; autumn tones, both in combination and plain colors, also black and crystal white; widths up to 4 1/2 inches. Correct trimmings for your winter gown or suit. Thursday, per yard 95c

## A Wall Paper Event

Bundle Lots, Regular \$2.00 to \$5.00, Rush Selling Today at 80c.

500 Room Lots and Bundle Lots, 60 different styles and colorings to choose from; some have wall, border and ceiling, others wall and ceiling. Enough paper complete for average size rooms. Regular values \$2.00 to \$5.00. 8.30 a.m., Thursday Rush Selling 80c

Varnished Tile Papers, neat block and conventional designs for kitchens and bathrooms. Regular 25c quality. On sale Thursday, single roll 10c

**PAINTS AND WAXES.**  
Floor Wax—Regular 45c lb. Thursday, lb. 29c Golden Oak Varnish Stain, Regular 75c. Quart 37c Sherwin-Williams Prepared Paints, Quality guaranteed; to paint buildings inside and outside. Extra large range of colors; regular shades, 1/2 gallons, \$1.50; quarts, 80c; pints, 45c.

Fine Quality Paint Brushes, selected black bristles. Regular 35c. Thursday, 22c

## Electric Fixtures Special

(Sixth Floor)  
We are placing on sale for one day only a seven-roomed outfit of Electric Fixtures at a special price. The fixtures are all in brushed brass and well worth \$20.00, but will make one day's selling 15.75. Inspection fees and insulation joints extra.  
Special Two-light Ceiling Fan, in Flemish finish, with two drop chains and shades 1.69  
One Brush Brass Drop Chain, 24 inches long, 1.65 and shade

## Framed Mirrors at \$1.98

Regular Price \$2.40 and \$2.75.  
200 Framed Mirrors, in white enamel, golden oak or weathered oak frames. The sizes are 15 x 20 and 14 x 24. The mirror is a 1-inch bevel plate; 19 1/2 suitable mirror for any purpose. Thursday 1.98

FRAMED PICTURES AT \$1.75.  
These pictures are greatly reduced; they come in oval gilt frames and fitted with colored landscapes; 1.79 complete with glass and back. Thursday

## The Pure Food Market

Telephone Direct to Department Adelaide 6100

**MEATS.**  
2,000 lbs. Finest Round Steak, special, per lb. 22c  
1,000 lbs. Breakfast Bacon, mild curing, by the piece, 3 lbs. and up, special, per lb. 27c  
Stewing Beef, lean, boneless, per lb. 18c  
Rolled Boneless Brisket, per lb. 17c  
Blade Roast, best beef, per lb. 17c  
Forequarter Spring Lamb, per lb. 17c  
Best All Pork Sausage, our own make, 1-lb. pack, uniform, per pack, 5-cb. pack, 25c  
Domestic Shortening, 5-lb. pack, gross weight, per pack 48c  
**GROCERIES.**  
4,000 lbs. Finest Creamery Butter, special, per lb. 23c  
One Car Standard Granulated Sugar in 20-lb. cotton bags, per bag, 1.60  
Edwardsburg or Beehive Table Syrup, 1-lb. pack, 31c  
Salt in bags, 5-bags, 1.18  
Choice Red Salmon, per tin 18c  
Fresh Flaked Beef, per stone 55c  
Fancy Patna Rice, 2 lbs., 25c  
Pure White Clover Honey, new pack, 5-lb. pack, 68c  
Finest Canned Pumpkin, 5 cans, 25c  
Upton's Marmalade, 4-lb. pack, 59c  
Peanut Butter in bulk, our own make, per lb. 16c  
Ingersoll Cream Cheese, large package 22c  
Pure Cocoa in bulk, per lb. 22c  
Imported English Malt Vinegar, Imperial quart bottle, 27c  
500 lbs. Telfair's Ruffie Biscuits, per lb. 23c  
Castelli's Milk Macaroni, pkg. 10c  
Maple Butter, per tin 22c  
Finest Canned Haddock, per tin 11c  
Farrow's Petit Pois Beans, 3 packages 25c  
500 lbs. Telfair's Ruffie Biscuits, per lb. 23c  
Maple Butter, per tin 22c  
Finest Canned Haddock, per tin 11c  
Farrow's Petit Pois Beans, 3 packages 25c  
Pure Gold Salad Dressing, 3 packages 25c  
Shredded Wheat or Grape-nuts, 25 packages 25c  
Fresh Butter-milk, gallon, large 45c  
45c ASSAM TEA, PER LB., 37c  
1,000 lbs. Fine, Rich, Full Bodied Assam Tea, uniform quality and fine flavor. A 45c tea any where. Thursday, per lb. 37c  
**FRUIT SECTION.**  
Finest California Lemons, per doz. 1.99  
Fresh Tomatoes, 2 lbs., 25c  
Good Cooking Onions, 5 lbs., 24c  
Selected Cooking Apples, measure sure 25c

## The SIMPSON Company Limited

## This Dinner 30c

Roast Spring Lamb, With Green Mint Sauce, Green Beans, Mashed Potatoes, With White Bread and Butter, Green Gage Plum Pie, Cup of Tea or Coffee or Glass of Milk.  
Served in the Lunch Room from 11.30 to 2 p.m. Today.

## At 95c

Fourth Floor

**4 WINDOW SHADES FOR 95c.**  
Regular 30c, but slightly imperfect; size 36 in. x 70 in.; mounted on strong spring roller, with brackets and ring pull. Thursday, 4 for 95c

**2 WINDOW SHADES AND 2 EXTENSION RODS FOR 95c.**  
Window Shades are in cream, green or white; good quality cloth; size 36 in. x 70 in.; mounted on reliable spring rollers of the goose-neck variety. Regular 40c. Thursday 2 window shades and 2 rods for 95c

**2 TRIMMED WINDOW SHADES FOR 95c.**  
Excellent cloth, in cream, green or white, trimmed with insertion of satin mounted on strong spring roller. Thursday, 2 for 95c

**LACE CURTAINS, PAIR 95c.**  
Pretty patterns, in white; 3 yards long, rich floral border. Thursday, per pair 95c

**PLAIN CURTAIN FABRICS AT 95c.**  
Including Assyrian cloth, for porches or winter curtains; green or brown, also some short ends of satin cloth, light shades; 60 in. wide. Thursday, yard 95c

**\$1.50 FRENCH LINENS FOR 95c.**  
Unusual colorings and patterns; beautifully printed on excellent linen; 20 in. wide. Regular \$1.50 per yard. Thursday, yard 95c

**5 yards of Silkoline or Cretonne for 95c.**  
For curtains for the bedroom hanging; 5 yards is sufficient for window; silkoline or cretonne. Thursday 5 yards for 95c

**LINENS AND STAPLES.**  
Bleached Sheeting, 6 yards 95c, plain weave, serviceable quality; about 70 in. wide. No phone orders for sheeting. Thursday, 8 yards for 95c

**White Flannels, 27 inches wide, 10 yards for 95c.**

**30-inch Nainsook, fine quality, 10 inches wide, Thursday, 10 yards, 95c.**

**Turkish Bath Towels, fancy stripes, 27 inches wide, Regular 60c pair, Thursday, 2 pairs 95c.**

**Bedroom Towels, hemmed huckaback, Thursday, 3 pairs 95c.**

**Pillow Cases, hemmed or hemstitched, size 14 x 20 inches, Thursday 3 pairs for 95c.**

**White Crochet Bed Quilts, for single beds; size 54 x 36 inches. Thursday 95c.**

**Checked Glass Towelling, 22 inches wide, Thursday, 10 yards for 95c.**

**Pretty Round Battenberg Table Covers, size 36 inches, Thursday selling, 95c each.**

## Basement

**CLOVER LEAF TEA SET, 95c.**  
21 pieces, six cups and saucers, six plates, one each cake plate, bowl and jug. Thursday, 95c

**CHOCOLATE SET, 95c.**  
Pink floral designs, Japanese china, chocolate jugs and six chocolate and saucers. Regular \$1.50. Thursday, set 95c

**THREE-PIECE TEA SETS, 95c.**  
New floral decoration, brown and green background; sets consist of teapot, covered sugar bowl and cream jug in china. Regular \$1.75. Thursday, 95c

**HARDWARE, ALUMINUM AND KITCHEN NEEDS.**  
Galvanized Iron Beller, size 8 or 9. Regular \$1.25. Thursday, 95c  
Mrs. Potts' Sad Iron, nickel-plated dish, three iron, stand and handle. Regular \$1.25. Thursday, 95c

**Aluminum Double Beller, 2-quart size. Regular \$1.50. Thursday, 95c**  
3 Aluminum Saucepans, 1 1/2 and 2 quart sizes. Regular \$1.85 set. Thursday, set 95c

**Shoe Shine Stools, made of well-finished hardwood, with hinged cover, place for polish, brush, etc. Regular \$1.50. Thursday, 95c**

**Garbage Cans, large size, galvanized iron, bail handles, slip over lock cover. Regular \$1.85. Thursday, 95c**

**Food Choppers, cut meat, fruit and vegetables coarse, medium or fine. Thursday, 95c**

**Clothes Racks, 20 hardwood arms; takes up very little room; a good 1.95**

**Glass Towel Bars, 1 x 18 inches Glass Towel Bars, with heavy nickel-plated post brackets. Thursday, 95c**  
**Aluminum Preserving Kettles, 10-quart wine measure, regular \$1.25. BRASS JARDINIERS, 95c.**  
Brushed brass finish, three ball feet; to fit six-inch pots. Regular \$1.35. Thursday, 95c