

AT SIMPSON'S TODAY

95 CENTS EACH

Another famous one-price day brings thousands of opportunities for Fall shoppers, every one chosen with a view to bringing the necessary things down to a more-than-usually attractive price.

Make your visit early to assure yourself of the fullest advantage from this 95c sale.

Women's Underwear and Corsets

Vests and Drawers, white or natural; Swiss ribbed; pure wool; vests high neck, long or short sleeves; drawers ankle length, open or closed styles; sizes 32 to 38 bust. Regularly \$1.00 a garment. Tuesday, 2 for .95

Combinations, "Watson's Unshrinkable"; heavy ribbed white or natural wool and cotton mixture; high neck; long sleeves; ankle length; open and closed crotch; sizes 34 to 42 bust. Regular \$1.25 and \$1.50. Tuesday .95

Nightgowns, of soft, fleecy white flannelette; high V neck; button front; square double yoke; long sleeves; yoke, front and cuffs prettily embroidered, and bound with figured tape; lengths 56, 58 and 60 inches. Regular \$1.50. Tuesday .95

Corset Covers, fine white nainsook; yoke back and front, trimmed with deep insertions of Val. lace, and fine embroidery; Val. lace edges; draw tape at waist; sizes 34 to 44 bust. Regular 50c. Tuesday, 3 for .95

Corsets, broken lines and sample lots, in strong white coutil; newest models; medium busts; long hips and back; best quality fillings and garters; lace and embroidery trims; sizes 18 to 30 inches in the lot. No phone or mail orders. Regular \$1.50 to \$2.25. Tuesday .95

Brassieres, fine white batiste; deep, fine lace trimmed models, with hooked front and under arm reinforcements; embroidery trimmed model in crossed-back style; sizes 34 to 44 bust in the lot. Regular \$1.50 and \$1.75. Tuesday .95

GIRLS' DRESSES. Fine white nainsook; yoke has beautiful Val. lace insertions, and pin tucking; set-in sleeves; skirt of all-over embroidery; Val. lace edges on neck and sleeves; sizes 2, 4 and 6 years. Regular \$1.75. Tuesday .95

INFANT'S SHORT DRESS. Of fine white nainsook, yoke and skirt of lovely all-over embroidery; scalloped edge on foot of skirt; Val. lace edges on neck and sleeves; sizes 6 months to 2 years. Regular \$1.75. Tuesday .95

CHILDREN'S \$2.00 TO \$5.00 HATS, 95c. Children's Hats for fall and winter; tweeds, velours, silk poplins, velvet cords and broadcapes; fur, flower, ribbon and rosette trims; sizes 2 to 5 years in the lot. No phone or mail orders. Infant's Wear Department, Third Floor.

SWEATER COATS FOR WOMEN AND GIRLS. Women's Sweater Coats, heavy fancy ribbed wool union; high V neck; close-knit cuffs; patch pockets; buttons and buttonholes reinforced with satin; colors navy, cardinal and gray; sizes 34 to 40 bust. Regular \$1.75. Tuesday .95

GIRLS' Sweater Coats, three-quarter length, or close knit pure wool; high neck; button front; turn-back cuffs; patch pockets; wide belt at back; colors cardinal and a few navy and gray; sizes 6, 8, 10 and 14 years. Regular \$2.00. Tuesday .95

NECKWEAR. \$1.50 Mervotaf Petticoats, 95c. "Mervotaf" a light weight cotton fabric noted for its wear and silky finish; black only; cut full, deep pleated flounce; trimmed with three narrow ruffles; lengths 36 to 42. Regular \$1.50. Tuesday .95

JEWELRY AT 95c. 10k Gold Chain-Set Birthdays Rings, any birth month stone; 9k and 10k gold Signet Rings, strong carved patterns. Regular \$1.50 and \$1.75. Tuesday .95

9k and 10k Gold Pearl and Colored Stone-Set Scarf Pins, Regular \$1.50 and \$1.75. Tuesday .95

Gold-Filled Expansion Bracelets, signet for engraving; large amethyst set signet and signet locket top; place for two photos. Regular \$1.25, \$1.50 and \$2.00. Tuesday .95

Necklaces of Real Round Coral, also guards of fish scale pearl beads, 43 inches long, belt ring snap. Regular \$1.50. Tuesday .95

Baby's 10k Gold Heart Pendants, with single stone, real pearl, gold-filled neck chain attached. Regular \$1.50. Tuesday .95

FRENCH TRIMMINGS. French handbags, appliques and garnitures, in jet and sequin crystal; light and dark colorings for day or evening wear. Regular \$1.95 to \$5.00. Tuesday .95

RIBBON BAGS. Made of Dresden ribbon, finished with plain duchess satin ribbons, many styles. 95c

Novelty Ribbons. Regular \$1.50, \$1.75 to \$2.50. Tuesday .95

POST CARD ALBUM. Interchangeable leaves, for 200 cards; size 11 in. by 9 in.; leather bound. Regular \$3.00. Tuesday .95

Self-Filling Fountain Pens, 14k gold nib, iridium pointed. Regular \$1.25. Tuesday .95

White Crepe Paper Napkins, size 14 inches. 1000. Regular \$2.35. Tuesday .95

Table Blotters, red leather corners; size 27 x 19 inches. Regular \$1.50. Tuesday .95

MEN'S WEAR AND OTHER ITEMS AT OTHER TUESDAY PRICES

Men's \$7.50 Raincoats at \$5.00

Double texture paramatta, greenish fawn color; cut single-breasted motor style; seams sewn and taped; sizes 34 to 46.

ENGLISH TWEED WATERPROOFS, \$10.00. English tweeds, in gray or green mixtures, small check designs; cut semi-Balmacaan style.

MEN'S BETTER QUALITY TWEED WATERPROOFS AT \$13.50. Outside in light fawn English tweed, plain pattern, fancy colored check back; smart single-breasted, semi-Balmacaan style; sewn, stitched and taped.

FUR COLLAR OVERCOATS, \$24.00. Good English black melton cloth, cut double-breasted ulster style, with fur collar of Russian marmot, linings of twill mohair, with an interlining of chamois to bottom of coat; sizes 36 to 46.

Boys' Ulsters, \$7.85

SCOTCH AND ENGLISH TWEEDS. 100 Coats, double-breasted style; with belted back and convertible collars; heavy diagonal serge linings; full and medium lengths; gray and brown; sizes 26 to 35.

BOYS' NORFOLK SUITS, \$4.95. 150 Suits. Regular \$6.50, \$7.00, \$8.00 and \$8.50. Single-breasted yoke Norfolk models; Scotch and English wool tweeds; browns and grays; full cut bloomers; sizes 26 to 34. Tuesday .495



In Furniture

Extension Dining Table, quarter-cut oak; fumed or golden finish; has 45-inch top. Regular \$20.00. Tuesday 12.95

Extension Dining Table, quarter-cut oak; fumed or golden finish; top is 48 inches. Regular \$30.00. Tuesday 19.95

Dining-room Chairs, quarter-cut oak; fumed or golden finish; loose slip seats, in solid leather; five side and one arm. Regular \$24.75. Tuesday 17.95

Brass-Trimmed Iron Bedstead, white enamel; brass top rails, caps and uprights. Regular \$5.25. Tuesday 3.95

Sample Dressers, quartered oak finish; golden color; various designs. Regular \$12.50 to \$18.00. Tuesday 10.95

Extension Couch Bed, frame of angle steel; springs are woven steel wire; mattress cotton felt, in green denim, with valance. Regular \$5.75. Tuesday 3.95

Fox, Lynx and Wolf FURS

Long-Haired Furs are the Most Popular. The demand regulates the price. Prices of the peltry used in these furs have increased 50 per cent. to 75 per cent. during the last two months, yet we have not increased our prices. The styles shown are the very newest.

Black Fox Scarves 17.50, 21.00 and 25.00
Black Fox Stoles 35.00, 45.00 and 50.00
Black Fox Muffs 25.00 to 70.00

TAUPE FOX SETS. The new color scarves, \$40.00; muffs, \$46.00; new shapes, in natural red, white, dyed blue, and cross fox.

BLACK LYNX SCARVES. 6 inches wide, 36 inches long; finished with crepe de chine. Special 18.00
Black Lynx Muffs, in extra large, plain pillow and fancy shapes 25.00 and 35.00

BLACK WOLF. Scarves and Stoles 9.00 to 27.50
Black Wolf Muffs 19.50, 15.00 and 17.50

Women's Winter Wear

WOMEN'S NEW FALL SUITS, \$25.00, \$30.00 AND \$35.00. Within these prices the range of styles is almost unlimited. The military idea carried out by braid and buttons lends a note of interest as do the easy high or convertible collars. Materials are serges, gabardines and wool poplins. 25.00 to 35.00

WINTER COATS IN COMFORTABLE MATERIALS, \$10.00. Regular \$16.50. Styles that are sure to please in these women's or misses' chinchilla, zibeline, blanket cloth, fancy tweeds, kersey and curl cloth coats; several styles with 16 years to 42 bust. Prices 17.50 to 18.50

WOMEN'S AND MISSES' SILK DRESSES, \$17.50 AND \$18.50. A splendid range in messaline, paillette, taffeta, crepe metears and satins; also velvet and silk combination; pleated, tiered, tunic and flare skirts; plain and elaborate waists with lapels, vestee and collar of crepe de chine, or trimmed with fur and novelty buttons; sizes 16 years to 42 bust. Prices 17.50 to 18.50

STYLISH, WELL-FITTING SKIRTS FOR WOMEN, \$9.00. Featuring several pretty ideas in shirred or pleated back panels, yokes, belt yokes and fancier models, with small silk or self-covered buttons; materials are serges and gabardines, in black and navy. All stock sizes.

DUCHESS CENTRES AND COVERS

Eyelet embroidered. Regular \$2.39 and \$2.25. Tuesday .95

Carrickmacross Lace Centres, trays and narrow scarfs. Regular \$1.95 and \$2.25. Tuesday .95

Samples and Small Quantities of Heavy Real Battenberg Scarfs and Shams, 18 x 54 and 30 x 30 inches. Regular \$1.95 and \$2.25. Tuesday .95

THE SIMPSON DRUG COMPANY LIMITED

Hot Water Bottle, red rubber, guaranteed two years. Reg. \$1.25. Tuesday .95

Fountain Syringes, 2 quart. Regular \$1.50. Special .95

Tourist Cases. Regular \$1.25. Tuesday .95

Bath Sprays, attached to bath tub faucet for shower. Regular \$1.25. Tuesday .95

Rubber Sponges or Vegetable Sponges. Reg. \$1.25. Tuesday .95

Athletic Supports, for athletic events. Regular \$1.00. Tuesday .95

Emulsion Cod Liver Oil. Reg. 50c bottles. Tuesday 3.95

Syrup Hypophosphites Compound. Regular 75c. Tuesday .95

Tasteless preparation of Cod Liver Oil. Reg. 75c. Tuesday .95

Lysool, disinfectant solution. Regular 40c. Tuesday 3.95

Syrup White Pine, Eucalyptus and Honey, 4 oz. bottle. Regular 40c. Tuesday 3.95

Beef, Iron and Wine. Reg. 40c. Tuesday, 3 for .95

Olive Oil, Benmarintin, litre size. Regular \$1.25. Tuesday .95

Draperies Items 95c

English 50-inch Chintzes. Regular \$1.25 to \$2.00. Tuesday .95

SHORT ENDS OF VELVETS. Ends of Velours and Velvets, 1 to 4 yards long. Regular \$1.50, \$1.75 and \$2.25. Tuesday, yard .95

500 Pairs Nottingham Lace Curtains, up to \$1.48 a pair, 3 yards long. Tuesday, pair .95

FIVE YARDS OR MORE. Quantity sufficient to make portieres or curtains, 5 yards Tuesday .95

33 YARDS WEATHER STRIPPING FOR 95c. Felt and Rubber Tube Weather Stripping. Our usual price is 4 cents a yard. Tuesday, 33 yards for .95

PORTIERE FABRICS AT 95c. Included are Monk's Cloth, Assyrian Cloth, in red, green, brown or tan. Regular \$1.00 and \$1.25 a yard. Tuesday .95

Semi-Porcelain Tea Set for 95c

21 Pieces of "Clover Leaf" English Semi-Porcelain, 6 cups and saucers, 6 tea plates, 1 cake plate, 1 cream jug, and 1 slop bowl. Set, Tuesday .95

7-inch Brass Jardiniere, dull or bright finish, three ball feet. Tuesday .95

\$1.25 Brass Crumb Tray and Scraper 95c

CUT GLASS SPECIALS. Richly cut, new designs, mayonnaise bowls, olive dishes, cologne bottles, vases, vinegar bottles, baskets, mustard pots and salt and pepper shakers. Tuesday .95

\$1.50 KITCHEN SET OF TABLE GLASSWARE. 7-piece Water Set, 7-piece Berry Set, 1 Orange Bowl, 4-piece Table Set. Outfit, Tuesday .95

This Column Contains Many 95c Items of Interest to Men

MEN'S HATS AT 95c. 300 Men's Stiff Hats, English made. Usually \$2.00 and \$2.50. Size 6 7/8 to 7 1/4. Tuesday .95

\$2.00 and \$2.50 Soft Hats. Tuesday, each .95

\$2.50 Velour Finish Soft Hats. Tuesday .95

Tweed Hats, reform shape. Regular \$2.00. On sale Tuesday .95

SUIT CASES, 95c. "Near-Matting" Suit Cases, size 24-inch. Tuesday .95

School Cases, matting or keratin. Size 24-inch. Tuesday .95

Club Bags, imitation leather, deep square end shape, japanned frame. Sizes 14 and 16-inch. Tuesday .95

200 UMBRELLAS AT 95c. Covers of fine quality, silk mixture, big selection of handles, many samples. Regular \$1.50. Tuesday, each .95

100 Children's Umbrellas, heavy silk mixture with tape edge. Regular \$1.50. Tuesday .95

50 ONLY, SAMPLE CANES. Sterling silver bands or cap, light and dark shades. Regular \$1.25, \$1.50 and \$1.75. Tuesday .95

HOSIERY AT 95c. Men's Shot Silk Black Cashmere Hosiery, accordion pleated, English make. 75c value. On sale Tuesday, 2 pairs .95

Women's Black Cashmere Hosiery, English make. Tuesday .95

Boys' and Girls' Stockings, 2-1 ribbed black cashmere, English make; sizes 6 to 8 1/2. Tuesday, 4 pairs .95

Women's Silk Hosiery, range of colors, including black and white. \$1.25 value. Tuesday .95

Children's Silk and Wool Cashmere Stockings, in white, made in Canada, seamless, closely woven, good wearing, spliced heel and toe; sizes 4 to 6. \$1.00 value. On sale Tuesday, 3 pairs .95

GLOVES AT 95c. Women's French Kid Gloves, black, tan and white; sizes 5 1/2 to 7 1/2. Tuesday .95

Women's Leatherette Gloves, white and natural; sizes 5 1/2 to 7. Tuesday .95

Men's French Suede Gloves, gray and tan; sizes 7 to 10. Tuesday .95

BOX CAMERA. For picture 2 1/4 x 2 1/4 in. Regular \$1.50. Tuesday .95

Linon-covered Photo Album, with 50 leaves; size 7 x 10 in. Regular \$1.50. Tuesday .95

Gravura Gaslight Paper, postcard size only. Regular 15c per sheet. Tuesday, 75c for .95

SOLDIERS' TOILET SETS. Box containing shaving brush, shaving stick, tube of tooth paste, tooth brush, tin of foot powder, cake of carbolic soap, and two tins of toilet lanoline. Regular price \$1.35 per set. Special set .95

Real Ebony Hair Brushes. 95c

Ebony Military Brushes and Combs. Regular price \$1.50. Special set .95

Combination Soap Set, consisting of 3 cakes of Pearls Soap, 3 cakes of Palm Olive Soap, 2 large round cakes of English Verbena Bath Soap, and one 3-lb bar of Conde Castile Soap. Regular price \$95. \$1.40 per set. Special set .95

THE MEATS. **4 BEEFSTEAK SPECIALS**. **SIMPSON QUALITY BOUND BEEF**. Tuesday, per lb. 17
Simpson Quality Sirloin Steak, Tuesday, per lb. 22
Simpson Quality Porterhouse Steak, Tuesday, per lb. 23
"Best" Sausage (our own make), Tuesday, per lb. 16
"Family" Sausage (our own make), Tuesday, per lb. 17
Milk Fed Roasting Chickens, Tuesday, per lb. 14
Finest Roasting Ducks, Tuesday, per lb. 23
Finest Roasting Geese, Tuesday, per lb. 21
Pure Lard, 1-lb. prints, Tuesday, per lb. 36
Finest Cooked Ham, Tuesday, per lb. 17

THE GROCERIES. One car standard granulated sugar, in 20-lb. cotton bags, per bag 1.84
Optima or Purita Flour, 5-lb. bag 25
Magie Baking Powder, 1-lb. tin 21
California Seeded Raisins, package 11
Webber's Prepared Mustard, 3 packages 25
4000 tin Finest Canned Corn, 2 tins 25
John Hood Oats, large package 23
Finest Creamery Butter, per lb. 24
Pure Clover Honey, new, 5-lb. pail 65
Chiles Red Salmis, per lb. 15
Finest Canned Shrimps, per lb. 19
Finest Lima Beans, 7-lb. tin 19
Paris Tea, per lb. 22
Cowan's Cocoa, 5-lb. tin 22
Finest Evaporated Peaches, 2 lbs. 23
500 lb. Fresh Pig Bar Bicarbonate, 2 lbs. 23
Finest Cream Cheese, large package 25
Heidelberger Coffee, per tin 10
Greenpeas, 2 packages 14
Cowan's Prepared Lard, preserved 25
Onion Salt, bottle 14

CANDY. 500 lb. Butter Tins, per lb. 25
1000 lb. After Dinner Mints, per lb. 25
1000 lb. After Dinner Mints, per lb. 25
Peppermint Humbugs, per lb. 19

VEGETABLES. Choice New Brunswick Potatoes, per box 25
Carrots or Beets, small basket 7
Choice Grape Fruit, 2 for 23
Select Malaga Grapes, per lb. 18

FLOWERS. Fresh Cut Roses, 75c, \$1.25, \$1.75, \$2.50, \$3.00 dozen.
Carnations, pink, red and white, 60c dozen.
Princess Violets, in bunches, 25c.
Lily of Valley, 45c and 60c per dozen.
Chrysanthemums, pink, white, yellow, 75c, \$1.00, \$1.50, \$2.00, \$2.50, \$3.00 dozen.
Flat Ferns, filled with fern, for table, 35c, 45c, 75c each.
Asparagus Ferns, in 2 1/2-inch pots, 15c each.
Boston Ferns, in 6-inch pots, 35c each.
Rubber Plants, extra size, 3-inch pots, \$1.25 each.
Flowering Cyclamen Plants, 30c each.

Chicken Dinner 25c. Chicken Pot Pie; Egg Dumplings; Potatoes; Apple Sauce; Mashed Potatoes; Parsnips; Apple Sauce; Lemon Sauce; Mince Pie or Ice Cream; White or Brown Bread; Tea, Coffee or Milk.
APPROXIMATELY 2.00 to \$3.00 per person.
Simpson Special Combination Salad; Thin Bread, buttered; Pot of Tea with Cream; Ice Cream; 15c or two persons for 95c.

The Robert Simpson Company, Limited