

Telephone Main 7841

1898---TWENTY-FIRST ANNIVERSARY, COMING-OF-AGE YEAR---1919

Market Adelaide 6100

At Simpson's---Today Is 95c Day

Extraordinary Savings on Superior Summer Merchandise at One Price!

Jap Silk Waists, 95c

Chiefly in white, with a small sprinkling of maize and pale blue. Two attractive styles, both with long sleeves and rounded flat collared, edged with lace. One hundred only in all sizes. Today, (no phone orders), 95c.

Striped Waists, 95c.

A pretty waist with white ground, showing black, sky, rose or mauve stripes. Open front with large white organdie collar and long sleeves. Sizes 34 to 44. Today, 95c.

Black Linene Waist, 95c.

Made of a rich black linene, open front, with convertible high or low collar. Long sleeves and open cuffs. Sizes 34 to 44. 200 for early shopping. Today, 95c.

Dress Fabrics 95c Yard

Cream Serge, 95c Yard.

An extraordinary sale of all-wool cream serge. 50 inches wide. A favorite for sports suits, dresses and skirts. Value \$2.00. Today, yard, 95c.

Sport Skirtings, 95c Yard.

A big assortment of fashionable plaid, check and stripe sport skirtings. Regularly \$1.25 and \$1.50. Today, yard, 95c.

Brilliantine Lustre, 95c Yard.

In fast shades of navy and black. 40 to 42 inches wide, for dresses, skirts and bathing suits. Greatly reduced. Today, yard, 95c.

Silks at 95c Yard

We have picked out all the short remnant lengths of Novelty Silks, Crepe de Chines, Crepe Georgette and Duchesse Satins, and priced them at 95c per yard. (No phone orders for this item.) Good lengths for waists, skirts, vests, collars, sleeves, etc. Regularly \$1.50 to \$2.50. Today, yard, 95c.

Cord Velvets and Velvetens 95c Yard.

Choice of complete stocks of our 27-inch \$1.25 Cord Velvets and 22-inch Velvetens. Today, yard, 95c.

Also 27-inch Chiffon Velvetens, in navy, wine and Copenhagen blue. Regularly \$1.50. Today, yard, 95c.

Rajah Silks 95c Yard.

Good weight "Knobby" qualities in black, ivory, rose, grey, navy and brown. Regularly \$1.25 and \$1.38. Today, yard, 95c.

Plain and Printed Shantung 95c Yard.

Natural grounds. The prints are very neat in design and come in spot, leaf and block designs, also in stripes. The plain weaves are in the medium and heavy weights. Regular \$1.25 and \$1.50 values. Today, yard, 95c.

Ivory and Colored Habutai Silks, 95c Yard.

One yard wide. First choice "Echizen" qualities—big color ranges, for waists, dresses, slip linings and lingerie. Reduced from \$1.10 and \$1.25. Today, yard, 95c.

Wash Goods 95c Yard

40-Inch Wide Voiles, 4 Yards 95c.

Perfect in beach and weather dress and waists. Today, 4 yards, 95c.

Gabardine Suitings, 95c Yard.

White grounds with cluster stripes of black, green, pink and blue. 36 inches wide. Today, 2 1/2 yards, 95c.

40-Inch Apron Gingham, 4 Yards 95c.

Bordered or unbordered, as you please. Blue checks. Regularly 95c. Today, 4 yards, 95c.

Flowered Voiles, 4 Yards 95c.

Pretty designs in white and tinted grounds, for waists and dresses. 28 inches wide. Today, 4 yards, 95c.

China and Glassware 95c

Butter Tubs—Pretty floral cut glass, with cover. 5-inch size. Exceptional value, today, 95c.
Cut Glass Sugar and Cream Sets—Floral design, clear, heavy blanks. Today, the pair, 95c.
5 Pudding Bowls for 95c—Excellent grade of clear white English ware. Set of five rimmed bowls. Capacity 1/2 to 3 pints each. Today, special, set, 95c.

Telephone Your Order for This 95c Special.
300 No. 5 size Heavy Covered Stoneware Crocks. Capacity for packing eggs, 15 dozen. Buy crocks now and pack eggs for winter use. This price for today's selling only. Crock and cover for 95c.

A Brassware Special.

Pretty Brass Fern Pots. Perforated edge, three claw feet. Red earthenware lining. Regularly \$1.50. Today for 95c.

Jewelry 95c

10k. Misses' Signet Rings. Regularly \$2.00, 95c.

10k. Birthday Rings, special, 95c.

10k. Brooches. Regular \$2.00, 95c.

10k. Neck Chains, 95c.

Large assortment of Novelty Beads, in all colors. Regularly \$1.50 to \$2.50, 95c.

Gold-filled Expansion Bracelets. Regularly \$1.50, 95c.

Brilliant Set Bar Pins—some in sterling silver. Regularly \$1.50 to \$2.00, 95c.

Simpson's—Main Floor.

Small White Canvas Pumps 95c

185 pairs only, small sizes 2 1/2 to 4 1/2—Women's white canvas pumps, medium weight soles and low heels. No exchanges, no refunds. Today, 95c.

Girls' White Pumps 95c

250 pairs white ankle strap pumps. Wide toe, medium weight sole and low heel. Sizes 11 to 2. Today, 95c.

Children's Black Kid Boots, 95c—Made of black kid leather, with broad toes and patent toe caps, turn soles. Sizes 4 to 7 1/2. Today, 95c.

Simpson's—Second Floor.



95c Day in Hosiery

Children's Cotton Hose, 3 Pairs 95c.
Black and white—fine one-and-one ribbed leg, and seamless. Sizes 6 to 10. 39c value. Today, 3 pairs 95c.

Women's Cotton Hose, 3 Pairs 95c.
Black and white—good quality thread, seamless foot, and double garter welt. Sizes 8 1/2 to 10. 39c value. Today, 3 pairs 95c.

Women's Silk Hose, 95c.
White only. High silk leg—strong fibre thread. Extra sheer fine weave. Double lisle thread garter welt. Sizes 8 1/2 to 10. Today, 95c.

5 Pairs Men's Cotton Socks for 95c.
Black, tan, grey, mauve and white. Fine quality plain cotton—knitted close and seamless. Sizes 9 1/2 to 14. Regularly 25c. Today, 5 pairs 95c.

Simpson's—Main Floor.

Kayser Silk

Gloves 95c

White only, fine treco silk, two-dome fasteners and double tipped fingers. Sizes 5 1/2 to 7 1/2. Today, 95c.

Check Gingham House Dresses 95c

Grey and white, and blue and white check gingham dresses. Round collar edged with plain grey or blue gingham. Three-quarter sleeves, and fitted waist. Sizes 34 to 44. Regularly \$1.98. Today, 95c. (No Phone Orders on These.)

Summer Petticoats 95c

Regularly \$1.25, \$1.50 and \$1.75.

Petticoats in cotton taffeta, linene, Ceylon flannel and good ginghams. Colors include light and dark effects and some effective light stripes. Sizes 34 to 40. Two hundred for early shoppers. Today, 95c.

Simpson's—Third Floor.

500 Yards Farmers' Satin 95c Yard

In guaranteed shades of browns, navy, taupe, rose and black. 54 inches wide for coat linings, undershirts, etc. Regularly \$1.25. Today, yard, 95c.

Simpson's—Second Floor.

95c Day in the June White Sale

Infants' and Children's Wear 95c

Children's White Undershirts 95c.

Of fine nainsook. Skirt has insertion and deep edge of fine Swiss embroidery, surrounded by rows of pintucks. Sizes 2 to 8 years, with attached waist; sizes 12 to 16 years, with waistband. Regularly \$1.50. Today, 95c.

Children's Fine White Nainsook Combinations 95c.

Button back, drop seat style, high waistline. Sizes 2 to 6 years. Regularly \$1.35. Today, 95c.

Nightlips 95c.

For tiny tots of 1 and 2 years. Made of cool white nainsook. Half button front style, with trim of fine embroidery around neck and down front. Sleeves trimmed to match. Today, reduced to 95c.

Children's Wash Dresses 95c.

Of fine chambray, gingham and print. Balance and oddments from stock. Colors include pinks, blues, greens and tans. Sizes 2 to 6 years in the lot. No phone or mail orders. Regularly \$1.50 to \$2.25. Today, 95c.

Children's "Kiddie" Combinations 95c.

Of cool white crossbar muslin. No-sleeve style, with straps buttoning on shoulder. Sizes 5 to 9 years. Today, special, 95c.

Infants' Silk and Wool Button Front Vests, 95c.

High neck, long sleeves style. Silk shell stitched edge on front. Sizes 6 months to 3 years. Regularly \$1.65. Today, 95c.

Simpson's—Third Floor.

1,500 Women's Summer Vests, 3 for 95c.

Regularly 50c value. Ribbed cotton—low neck and no sleeves. Today, 3 for 95c.

Women's Knickers, 95c.

Made of pink mercerized lisle and have elastic at knee and waist. Pink only. Today, 95c.

Women's Summer Combinations 95c.

Fine ribbed cotton and lisle. Low neck—no sleeves. Looks like lace trimmed or tight knee. Sizes 34 to 44. Today, 95c.

Brassieres, 2 for 95c.

Made of fine, firm fabrics, including cotton nets and laces. Some bandeau style, lightly boned. Sizes 34 to 50. Regularly 65c to \$1.25. Today, 2 for 95c.

Camisoles 95c.

Of Jap silk, in delicate pink shade or white, with pretty front and back trimmings and yokes of lace. Today, 95c.

Women's White Cotton Drawers, 2 Pairs 95c.

Wide umbrella style. Some have trim of self, daintily pin tucked. Others edged with lace. Special today, 2 for 95c.

Bungalow Aprons, 95c.

Bungalow Aprons, of striped or dotted print—belted at waist. One pocket. Light and dark shades. Today, 95c.

Handkerchiefs---12 for 95c

Men's Fine Quality Lawn Handkerchiefs—Very special value at 10c each; 12 for 95c.

Women's White Lawn Handkerchiefs—1 dozen for 95c.

Also one corner embroidered handkerchiefs, 1 dozen, 95c.

Women's 25c Fancy Colored Border Handkerchiefs—Beautiful range of combination colors, 6 for 95c.

Women's White Lawn Handkerchiefs—With one corner embroidered. Regularly 3 for 25c. Extra special for school girls, 19 for 95c. Lay in a stock for future needs.

Simpson's—Main Floor.

Women's Nightgowns 95c.

Regularly \$1.50 and \$1.75. 2,000 in the lot. Slip-over styles, made of fine soft white cotton, trimmed in many pretty ways, with lace and Swiss embroidery, draw ribbon at neck. Sizes 56, 58, 60. Today, 95c.

Women's Neckwear 95c

Georgette Square Back Collars, regular \$1.75, at 95c.

Chiffon Scarfs, regular \$1.50 and \$1.25, at 95c.

Odd Pieces Neckwear, regularly \$1.50 to \$3.50, for 95c.

Linens and Staples 95c

White Huck Towels, heavy quality, 2 pairs for 95c.

Lace Edge and Battenberg Dresser Scarfs, size 18 x 52, each, 95c.

Filet Lace Design Centre Pieces, 26 x 26 inches; round, each, 95c.

Damask Table Cloths, size 58 x 72 inches, each, 95c.

White Longcloths, 34 in. wide, 5 yards for 95c.

Circular Pillow Cotton, 44-inch, 2 yards for 95c.

Natural Shade Summer Suiting, 36-inch, 2 yards for 95c.

Pure Linen Crash Roller Towelling, 17-inch, in 2 1/2-yard lengths, per length, 95c.

Children's Stamped White Pique Dresses, 95c.

Semi-ready, sizes 2 to 4 years, regularly \$1.25. Today, each, 95c.

Children's Stamped White Pique Rompers, semi-ready, sizes 2 to 4 years, regularly \$1.25. Today, each, 95c.

Stamped Gown Lengths 95c.

400 white nainsook lengths, in simple designs. Round, square, or "V" shaped neck. Regularly \$1.35. Today, each, 95c.

20c Powdered Borax, 6 for 95c.

50c Fruit-a-tives, 3 for 95c.

1 pint Vacuum Bottle, 95c.

\$1.25 Ebony Finish Hand Mirrors, 95c.

\$1.50 Hygie Manicure Outfit, 95c.

\$1.30 Cutex Manicure Outfit, 95c.

Simpson's—Main Floor.

ROGERS' TEA SPOONS 95c SET

Set of six Rogers' Silver-plated Tea Spoons. Plain pattern—bright finish. In fancy lined case. Regularly \$1.75. Today, 95c.
\$2.00 Fruit Dishes at 95c—Silver-plated, satin finish, gold lined. Regularly \$2.00 each. Today, 95c.
Sterling Silver Deposit Butter Tubs and Crystal Flower Vases, with silver-plated tops. Regularly \$1.50. Today, 95c.
Simpson's—Main Floor.

95c Day in Drug and Toilet Goods

\$1.50 Toilet Water, assorted odors, 95c.
\$2.08 Triumph Perfume, 95c.
\$1.50 Grained Ivory Jewel Box, 95c.
\$1.25 Shaving Brush, 95c.
\$1.25 Hair Brush, 95c.
\$2.00 Knickerbocker Bath Spray, 95c.
\$1.25 Fountain Syringe, 95c.
20c Powdered Borax, 6 for 95c.
50c Fruit-a-tives, 3 for 95c.
1 pint Vacuum Bottle, 95c.
\$1.25 Ebony Finish Hand Mirrors, 95c.
\$1.50 Hygie Manicure Outfit, 95c.
\$1.30 Cutex Manicure Outfit, 95c.
Simpson's—Main Floor.

MEN--Straw Hats, 95c

Special for Today.
English and Canadian-made hats in split and sennet braids, with plain and notched edge brims. No phone or C. O. D. orders on these hats. Today, 95c.
Simpson's—Main Floor.

MEN--\$1.25 Shirts 95c

For summer wear. Neat hairline striped patterns—soft double French cuffs. Fast colored dyes. Sizes 13 1/2 to 17. Regularly \$1.25. Today, 95c.
Men's Work Shirts, 95c.
Black Sateen—also stripes, Oxford patterns. Collar attached, and pocket. Sizes 14 to 17. Regularly \$1.25. Today, 95c.

Men's Balbriggan Underwear, 95c.
Shirts and drawers. Natural shade. Two-thread yarn. Drawers have lined gusset seat. Sizes 34 to 44. Regularly 65c garment. Today, suit, 95c.

Men's Suspenders, 2 Pairs for 95c.
Extra strong elastic web—solid brass non-rust buckles—patent cast-off solid leather ends. Special for today's selling at 2 pairs 95c.

Boys--Cotton Jerseys 95c

Plain navy and white, with fancy colored collars. Also solid navy and white. Sizes 18 to 32. Today, 2 for 95c.
Boys' Balbriggan Underwear, 95c.
Shirts and Drawers—natural shade. Sizes 22 to 32. Special today, suit, 95c.
Simpson's—Main Floor.

BOYS--Wash Suits 95c

Little Boys' Wash Suits, smartly tailored and serviceable wash suits to keep the little fellow cheerful and even tempered during the hot weather.
Made in Oliver Twist model, white lawn waist with sky or navy blue knickers. Sizes 2 1/2 to 8 years. Special, today, 95c.
Boys' Overalls, 95c.
Blue and white striped chambray overalls, ankle length. Made with bib and straps to go over shoulders. Pockets and edges trimmed with blue. Sizes 4 to 9 years. Special today, 95c.
Simpson's—Main Floor.

Purses and Bags 95c

Leather Strap Purses—Back or top straps. In black, blue, brown, green, tan and purple. Neatly lined—also bright black patent leather purses, with fluted effect. Regularly \$1.25 and \$1.50. Today, 95c.
Leather Hand Bags—in morocco finish, with heavy metal frames. Neatly lined—fitted with vanity mirror. Regular values \$1.25 and \$1.50. Today, 95c.
Simpson's—Main Floor.

Floorcoverings 95c

Wire Door Mats, 95c.
Strongly made, with heavy steel frame. Size 18 x 30 inches. Regularly \$1.50. Today, each, 95c.

Passage Linoleum 95c Yard.

Passage Linoleum—well seasoned, in conventional and floral patterns, 36 in. wide. Regularly \$1.20 yard. Today, yard, 95c.

Rope Door Mats, 95c.

Plaited Rope Mats for porch or doorway. Strongly made and bound. Size 14 x 24 in. Today, each, 95c.
Simpson's—Fourth Floor.

Quart Paint and Brush 95c

High-Grade Paint, for inside or outside use, and 1 1/2-inch black bristle brush for applying same—your choice of white, ivory, cream, light buff, buff, drab, pearl grey, medium grey, slate grey, sky blue, medium blue, navy, golden brown, antique brown, dark brown, maroon, medium red, pale green, pea green, willow green, nil green, and dark green. One quart and brush complete for 95c.
200 Only, Coaster Cars at 95c Each.
Regularly \$1.57.
Three-wheeled Toy—well constructed of hardwood, and nicely varnished—three easy-running wheels, and handle that steers. 20 inches long—seat 10 1/2 in. high.
Simpson's—Sixth Floor.

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