

# 95 TODAY AT SIMPSON'S 95

Announcements of our one-price sale are always greeted enthusiastically by our customers—they always mean better values, more for your money than it is ordinarily possible to obtain. The list for today includes items from nearly all sections of the store, and every item quoted is surprisingly good value.

## Linens, etc., 95c

Huckaback and Turkish Towels, small quantities that remain from much higher-priced stock; plain white or fancy striped. Extraordinary value today at 2 pairs for 95c.

Bordered Crash Roller Towels of splendid quality; 17 inches wide; 2 1/2 yards in each towel. Today, 2 towels for 95c.

Checked Glass Towellings, 23 in. wide. Extra special value today, 7 yards for 95c.

Hemmed Pillow Cases, size 44 x 33 inches. On sale today, 3 pairs for 95c.

Hemstitched Pillow Cases of good heavy cotton. Sizes 42 x 33 inches and 44 x 33 inches. It will pay you to lay in a good stock. Today, pair, 95c.

Damask Table Cloths, hemmed; size 56 x 72 inches. A genuine bargain. On sale today at 95c.

Union Scotch Damask Table Napkins, size 20 x 20 inches. Regularly \$3.00 per dozen. Wonderful value. Today, at 6 for 95c.

## Wonderful Lace Values at 95c

Handsome Lace Flouncings, in exquisite patterns; taken from our regular stock and reduced for quick selling today. In this assortment you will find 18, 27, 36 and 44-inch widths; white, ivory, ecru and real lace shades. Regularly \$2.00, \$2.50, \$3.00, \$4.00, \$5.00 per yard. Today, one price, yard, 95c.

Appenzel Hand-embroidered Handkerchiefs of sheer linen. Only two dozen in all, so come early. Regularly \$1.50, \$2.25, \$3.50, \$4.50. Today, each, 95c.

## Wash Goods

Skirt Length of White Corduroy of a strong, heavy quality. In a wide cord; 36 inches wide. Regularly 39c per yard. Today, 3 1/2 yards for 95c.

Silk Chiffons of exquisite texture, in such shades as sky, pink, brown, green, peach, white, black, yellow, rose grey, red and navy. Less than half-price today at 4 yards for 95c.

A Sport Skirt Length of Palm Beach and poplin weaves, in smart stripes and checks; 36 inches wide. Special value today at 3 1/2 yards for 95c.

A Dress Length of Gingham, in pretty checks and stripes; 27 in. wide. Regularly 20c. A real bargain today at 6 yards for 95c.

## Art Needlework 95c

Scotch Fingering Wool, a four-ply, well-twisted wool, in white only; for all kinds of heavy knitting. Very specially priced for today at half-pound for 95c.

Towel Lengths of fine bleached huckaback, stamped for embroidery; size 18 x 30 inches. Extra special value today, at 4 for 95c.

Bucilla Crochet Thread, all sizes, in white. Today, 8 balls for 95c.

Electric Fixtures

7-ft. Cord Extensions, Regularly \$1.25. Today, 3 for 95c.

25-watt Tungsten Bulbs, Regularly 80c. Today, 3 for 95c.

25-watt Reflector Lamps, Regularly 75c. Today, 2 for 95c.

Small Silk Shades, Regularly 90c to 95c. Today, 2 for 95c.

6-inch and 7-inch Silk Shades, Regularly \$1.50. Today, 95c.

Glass Urn-shaped Shades for hall lights. Regularly \$1.60. Today, 95c.

## Millinery at 95c

To emphasize our splendid showing of the newest and smartest shapes that New York produces we will give all home milliners an opportunity to select any shape today at the very close price of 95c.

Also a choice of over 300 pieces of new Swiss braid of very fine quality and in all the new colors. Each piece enough for a hat. On sale today at, per piece, 95c.

Women's Fine Silk Hose, black, white and colors. Regularly \$1.25. Today, 2 pairs for 95c.

Children's and Youth's Ribbed Black Union Cashmere Hose, Sizes 6 to 10. Regularly 35c. Today, 3 pairs for 95c.

Women's Pen-Angle Black Cashmere Hose, Sizes 6 to 10. Regularly 50c. Today, 2 pairs for 95c.

Children's Mercurized Ribbed Black Union Cashmere Hose, Sizes 6 to 10. Regularly 35c. Today, 3 pairs for 95c.

Women's Fine-lined Cotton Hose, second of a 25c. Regularly 50c. Today, 2 pairs for 95c.

Boys' Ribbed Black Cotton Hose of good weight. Sizes 5 to 10. Regularly 35c. Today, 4 pairs for 95c.

Women's Fine Cotton Hose, black, white and colors. Regularly \$1.25. Today, 2 pairs for 95c.

## Extraordinary Values in Hosiery and Gloves at 95c

Children's All-wool Cashmere Hose; second of a 45c quality. Sizes 6 to 7. Unusual value. Today, 2 pairs for 95c.

Women's Cotton and Fibre Silk Hose; mill seconds and regular stock; black, white and colors. Regularly 50c. Today, 3 pairs for 95c.

Men's All-wool Black Cashmere; second of a 45c quality. Sizes 8 1/2 to 11. Today, 2 pairs for 95c.

Women's Black and White Silk Gloves; guaranteed "Kays" brand. Sizes 5 1/2 to 7 1/2. Splendid value. Today, at 95c.

Women's Chamis Gloves, white with black points, plain white and natural; odds and ends from our \$1.19 stock. Today, 2 pairs for 95c.

Women's Wash Chamisette Gloves, white and some colors. Sizes 5 1/2 to 7 1/2. Regularly \$1.19. Today, 95c.

## Books, Stationery 95c

Fountain Pens, from our stock of English and American makes that regularly sell at from \$1.25 to \$2.00. For the purpose of demonstrating these lines we will clear 50 pens (no refunds or exchanges) at the low sale price, today, 95c.

Boys' Hooks—Thrilling stories in popular reading for the real live boy. Come early as they will not last long. On sale today, at 3 books for 95c.

Everyman's Library is well known to every book-lover. The publishers have greatly increased the cost on account of scarcity of leather. Despite this, we offer 250 volumes of the Mackin and paste grain editions (some slightly soiled) today at 2 vols. for 95c.

## Silverware at 95c

Sterling Silver Pickle Forks, sterling silver Sugar Shells, sterling silver Oyster Forks, sterling silver Sugar Spoons, sterling silver Bouillon Spoons, sterling silver Lettuce Forks, sterling silver Jelly Servers.

Regularly \$1.50 to \$2.50. Today, each, 95c.

Silver-plated Tea and Spoons, full size, in bright finish and artistic pattern; 6 spoons in fancy lined box. Regularly \$2.25. Today, set, 95c.

## Alarm Clocks at 95c

Alarm Clocks, American made; 30-hour movements, with alarm bell on top, and shut-off lever; fully guaranteed for one year. Regularly \$1.40. Extra special value, today, each, 95c.

## Chinaware 95c

Cups and Saucers of thin, good quality English ware. Extraordinary value. Today, one dozen for 95c.

Cut Glass Sugar and Cream Sets, in pretty floral design. Today, per pair, 95c.

Cut Glass Mayonnaise Sets, in dainty floral design, consisting of mayonnaise bowl, ladle and plate. A genuine bargain today at 95c.

Brass Jardiniere, three ball-footed; dull finish; 7-inch size. Today, each, 95c.

Colonial Glass Fruit Set, consisting of large fruit bowl and six fruit nappies. Special value today, per set, 95c.

## Hardware 95c

Phone Your Orders, Main 7841. Enamel Preserving Kettles, 14 and 16-quart size. Today, 95c.

Enamel Tea and Coffee Boilers, 3-qt. size. Today, 95c.

Food Choppers, family size; cuts meat, fruit and vegetables, coarse, medium or fine. Today, 95c.

Garbage Cans, galvanized iron, with cover. Today, 95c.

A Snow Shovel and a Sidewalk Scraper. The two for 95c.

A Polish Mop, a Dusting Mop and a Tin of Cedar Polish, a very complete outfit. Today, per set, 95c.

A Brush Broom and a Banister Brush. The brush broom is suitable for floors or carpets; sweeps clean, wears well, has long handle. The banister brush is very convenient. Today, the two for 95c.

Aluminum Fry Pans, 9 1/2-in. diameter. Today, 95c.

Serving Trays, Japanese make, handsomely finished, in several designs; two sizes. Today, each, 95c.

Hollow-ground Razors, 3/4-inch round-point blade; black handle. Today, for 95c.

## In the Shoe Dept. at 95c

Women's All-black and White Spats, 8 and 10-button; broken sizes from a regular \$1.50 to \$2.00 value. On sale today, per pair, 95c.

Women's Cozy Ribbon-trimmed Felt Slippers, dainty style, with padded sole. Regularly \$1.35 to \$1.45. Today, per pair, 95c.

Men's Plain Rubbers, with heavy corrugated sole; full-fitting toe shape; all new goods. Sizes 6 to 11. Extra special value today, per pair, 95c.

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## Floorcoverings

Scotch Cork Linoleum, new designs in matting, floral and conventional effects, in a well-seasoned real Scotch cork, printed linoleum; suitable for all purposes and in a good-wearing quality. Specially priced for today, per square yard, 95c.

Tapestry Carpet, of a strong, serviceable quality, and in good colors; for rooms, or bordered for stairs and passages; 18, 22 and 27 in. wide. Today, per yard, 95c.

## Draperies 95c

Two Window Shades for 95c—500 well-made Window Shades of heavy opaque cloth in the much-wanted dark green or cream colors, each mounted on a reliable spring roller, complete with brackets, nails and nickel pull. Today, special, 2 for 95c.

New Style Bay Window Rods—100 sets for today's selling. The latest style of brass extension rods—will fit practically any bay window; the centre rod extends from 33 to 58 inches, and the two side rods from 25 to 40 inches, complete in box with all necessary attachments. Today, per set, 95c.

1,000 Yards of Newly Imported English Shadow Cloth, 30 inches wide, showing exquisite effects in rose, green, red and brown, with lovely floral, trellis and stripe patterns appropriate for your new side hangings in the dining-room, living-room or bedroom. Special today, per yard, 95c.

Heavy Damask and Tapestry, Yard, 95c—A limited quantity of superior quality damask and tapestry for curtains and furniture covering, in desirable shades of green, red and tawny, all 50 inches wide. Special today, yard, 95c.

## Petticoats 95c

Good-looking and good-wearing qualities combine to make these Burton taffeta and taffeta-lined petticoats attractive even at the regular price. At today's low sale price they are a bargain you should not miss. They are black, with smart colored flounces, tailored and finished; finished with elastic waistbands. Regularly \$1.50 and \$1.75. Today, 95c.

## Drugs, Toilets, 95c

Bath Sponges, Regularly \$1.50 and \$2.00. Today, 95c.

Hot Water Bottle, Regularly \$1.25. Today, 95c.

Fountain Syringe, Regularly \$1.25. Today, 95c.

Chamois-lined Body Belts, Regularly \$1.50. Today, 95c.

Powdered Borax, Regularly 20c. Today, 95c.

Chiffon Veillets for spring wear. We anticipate big demand for the superior wearing and washing cord veillets. Regularly \$1.25. On sale today, per yard, 95c.

Ivory Cord Veillets for spring wear. We anticipate big demand for the superior wearing and washing cord veillets. Regularly \$1.25. On sale today, per yard, 95c.

Chiffon Veillets, in black and in colors, for boys' suits, misses' dresses, skirts and millinery purposes. Excellent value. Today, 95c.

Natural Fitted Shantungs, in new effects, showing fine designs for waists, dresses, collars and trimmings. Regularly \$1.50 to \$1.75. Today, per yard, 95c.

## Quality Silks at 95c

Natural Silk Shantung of very fine quality, free from dressing; gives excellent wear and can be used for many purposes. Regularly \$1.25. Today, 95c.

Ivory Habutai Silk of a quality that has extra firmness of weave, but retains its soft finish; 36 inches wide. A special purchase makes possible today's low sale price. Per yard, 95c.

Colored Chiffon, Chinette, in plain and soft effects, with odd ends in French, Swiss and Jap crepe de chenes. Today, per yard, 95c.

Ivory Cord Veillets for spring wear. We anticipate big demand for the superior wearing and washing cord veillets. Regularly \$1.25. On sale today, per yard, 95c.

Chiffon Veillets, in black and in colors, for boys' suits, misses' dresses, skirts and millinery purposes. Excellent value. Today, 95c.

Natural Fitted Shantungs, in new effects, showing fine designs for waists, dresses, collars and trimmings. Regularly \$1.50 to \$1.75. Today, per yard, 95c.

## Kimonos 95c

Truly suggestive of comfort are these cozy kimonos of flannel, prettily floral designed. They are full-cut and finished with large satin-trimmed sailor collars, long sleeves and patch pockets. Colors rose, Copenhagen and wisteria. Regularly \$2.60. A marvelous value at 95c.

## Dress Goods 95c

Tweeds of British manufacture, in mixtures, grey and black stripes, checks, etc.; 40 to 54 inches wide. Regularly \$1.60. Today, per yard, 95c.

Colored Diagonal Serges, Burmas and Whitegoods, the balance of our regular stock; not every color in any particular range, but all good colors in the lot; 40 to 44 in. wide. Regularly \$1.50. Today, 95c.

Black Dress Fabrics, in stripe and plain hues, velvet cashmere, wool felt taffetas, etc.; 40 to 44 in. wide. Regularly \$1.25. 100 yards to clear. Per yard, 95c.

64-inch Check Suiting, in small, medium and large checks, for suits, coats and skirts. Regularly \$1.25. Today, 95c.

## Exceptional 95c Sale Items in Whitewear and Children's Wear

Children's \$1.75 to \$2.50 Sweater Coats 95c

They are additions from our regular stock of pure wool Sweater Coats; high or V neck; plain or belted styles. Colors, white, cardinal, grey, rose, navy, sage, brown and several combinations. Sizes 2 to 6 years in the lot. No phone or mail orders accepted. Sale price today, 95c.

Hand-crocheted Jackets of lovely pure white wool; yokes, sleeves and edges silk-stitched in white, pink or blue; wide silk draw ribbon run through neck. Regularly \$1.75. Today, 95c.

Children's Nightgowns, made of excellent quality pink or blue-striped Gannetina; long neck, button-front, long-sleeve styles, with silk flounces trim on neck, sleeves and front. Sizes 2 to 16 years. Regularly \$1.50. Today, 95c.

Long Dresses, made of beautiful soft white mull. Dainty hemstitched round yoke of fine Swiss embroidery; very fine silk edges on neck and sleeves, deep hemstitched hem. Regularly \$1.75. Today, 95c.

Women's Corsets that are new Spring models of "D. & A." brand; made of good quality low bust and long, free-fitting hip. Pretty embroidery trim and four hose supporters. Sizes 19 to 26. Regularly \$1.50. Today, 95c.

Women's White Petticoats, with neat-fitting, pored body, gathered waistband and deep flounce of Swiss embroidery in pretty eyelet design. Finished with cotton underlay. Sizes 26, 28 and 40. Regularly \$1.85. Today, 95c.

Women's Corset Covers, made of beautiful fine nainsook or pink or white Jap silk. Trimmed in a variety of pretty styles with lace. Swales and brodered organdie and batiste. Finished with ribbon-run headbands and lace edgings. Regularly \$1.60 and \$1.75. Today, 95c.

# Important Store News at Other Prices for Today



## The February Furniture Sale

Big values and big assortments continue to rule the furniture. The special prices are mostly on practical furniture—the kind that are in demand for the average Canadian home where good taste and good quality are usually combined. A few of the sale items follow—they are all obtainable through the Home-Lovers' Club.

## Home-Lovers' Homilies

A primary law of the good housefurnisher is harmony. The earthen pot that tried to jog along with the iron pot soon came to grief. "Clashes" are almost inevitable unless we rigorously carry out one harmonious idea in each room. When our choice is restricted to what we can buy for cash it makes the task doubly hard—and yet we don't want to pay the long credit prices. Ah! that's just why the HOME-LOVERS' CLUB was started. Come and see.

- \$26.50 Set Quartered Oak Dining Chairs, leather seats, \$21.45.
- \$30.00 Set Colonial Dining Chairs, leather slip seats, at \$22.90.
- \$30.50 Set Handsome Oak Dining Chairs, leather seats, \$25.95.
- \$20.00 Quarter-cut Oak Dining Table, 45-inch top, at \$15.45.
- \$25.75 Oak Dining Table, with 48-inch top, at \$18.00.
- \$35.25 Buffet of quarter-cut oak, fumed or golden, \$34.50.
- \$41.00 Divanette, complete with spring and mattress, \$32.95.
- \$24.50 Brass Bed, various finishes. Special at \$20.65.
- \$30.00 Brass Bed, with 2-inch continuous posts. At \$26.00.
- \$117.25 Bedroom Suite, dresser, chiffonier, dressing table and brass bed. A great special at \$73.25.
- \$8.75 Seagrass Mattress, jute felt top and bottom. At \$5.65.
- \$17.25 Dresser, birch mahogany, large mirror. At \$12.95.
- \$10.75 Dresser of surface oak, golden finish. At \$7.95.
- \$26.00 Dresser of quarter-cut oak, 22 x 28 mirror. At \$17.95.
- \$22.75 Chiffoniers of quarter-cut oak, mirror back. At \$17.25.

# The Robert SIMPSON Company Limited

## Tapestry Rugs at Rock-Bottom Prices

Reliable quality in Scotch-made Tapestry Rugs, new designs and a splendid selection of colors, suitable for any room, and offered in four sizes:

- Size 7.6 x 9.0. Sale price, \$11.50.
- Size 9.0 x 9.0. Sale price, \$12.95.
- Size 9.0 x 10.6. Sale price, \$14.95.
- Size 9.0 x 12.0. Sale price, \$15.95.

## English Wilton Rugs Greatly Reduced

These imported Wilton Rugs will give excellent wear. They come in soft, thick colorings, in designs that are quite up-to-date, and are offered in our February Sale at these prices:

- Size 6.9 x 10.6, at \$29.75.
- Size 9.0 x 9.0, at \$35.95.
- Size 9.0 x 10.6, at \$39.75.

## Heavy Printed Oilcloth (Seconds), 47c Per Square Yard

Only about 40 rolls of a splendid quality and well-seasoned oilcloth, good designs. A few misprints is the reason why the entire lot will be sold today at, per square yard, 47c.

## Women's Countess Boots \$2.90

500 Pairs Reduced for Quick Clearance. Merely announcing the price of \$2.90 for Countess Boots should be enough to bring an enthusiastic throng to the Shoe Department early today; black kid and patent leathers; button and lace styles. Sizes 2 1/2 to 7. Every pair will be carefully fitted. A wonderful special for today at \$2.90.

## Two Big Special Values in Men's Boots at \$2.89

At \$2.89. About 200 pairs of Men's Gunmetal Boots, in bucker style; round toe, solid leather standard screw soles, covered channels; a splendid boot for semi-dress and light work. Sizes 6 to 10. A great value today; at \$2.89.

## Crepe de Chine Blouses A Dollar Below Usual Prices

Another of our wonderful values is offered today in lovely pure silk crepe de chine blouses. There are two artistic and becoming designs. One is elaborated with close pin-tucks, large rounded collar with revers, and hemstitched yoke; daintily finished with ocean pearl buttons. The other has group of tucks, a large Van Dyke collar, lace-trimmed, and hemstitched yoke; fastened with solid pearl buttons. Colors in both designs are white, flesh, mauve and black. Sizes 34 to 44. Phone orders accepted as long as possible. Regularly \$4.50 value. Today's sale price, \$2.45.

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