

95

Main Floor

1500 Men's Neglige Shirts. Regular 69c and 75c, 2 for 95c. Men's Underwear, silk lisle and balbriggan; shorts, longs and athletic. Regular \$1.25 and \$1.50. Men's Work Shirts. Regular 69c, 75c, and \$1.00, 2 for 95c. 3 Men's Silk Ties. Regular 50c and 75c. Women's \$1.50 Silk Hose. 3 Pairs Women's Silk-Ankle Hose. 3 Pairs Women's Lisle Silk Hose. 3 Pairs Women's Cashmere Hose, "Pen-Angle" make. Women's Long Gloves, silk and suede. Regular \$1.25 and \$1.75. Men's Suede Gloves. Regular \$1.25. Women's Hand Bags, 160 only, leather and silk. Regular \$1.25 to \$1.98. Cretonne Bags, etc., Collar Bags, Beaded Bags and Music Cases. 2 Pairs Garment Shields. Regular 65c and 75c. Irish Lace Jabots. Regular \$1.50. Net Vestees, embroidered. Regular \$1.25. Canada-Made Hair Switches. Regular \$1.69. 19 Lawn Handkerchiefs, women's. 25 Irish Handkerchiefs, men's and women's. French Dresses, semi-ready, batiste, floral patterns; button-hole edges. Regular \$1.50. Baby Flouncings, 1 1/2 yards. 36 All-Over Embroidered Nets, 2 yards. Regular \$1.00 and \$1.25.

Toilet Goods

Real Ebony Hair Brush, with pure bristles, and dressing comb (origin Japan). Regular price \$1.50. Reduced price, set, 95c. Three-Piece White Celluloid Toilet Set, hair brush, hand mirror and dressing comb (origin England). Regular price \$1.50 set. Reduced price, set, 95c. French Ivory Trays (origin France). Regular price \$1.50. Reduced price, 95c. Roger & Gallet's French Perfumes (origin France), 1 1/2 oz. bottle, assorted odors. Regular \$1.50. Reduced price 95c. Six-Piece Toilet Set, consisting jar, Pond's Vanishing Cream, Bradley's Talcum Powder, Tooth Paste, Palm Olive Soap, Roger & Gallet's Face Powder, and Tooth Brush. Regular price \$1.35. Reduced price, set, 95c. Toilet Soap, 3 cakes of Williams' Toilet Soap, bar of French Castile Soap, 2 cakes of Ivory Soap, 2 large cakes of Bath Soap, 3 cakes of French Toilet Soap, and 6 cakes of French Castile Soap. Regular \$1.30. Reduced price 95c. 18 Rolls of Kennebec Toilet Paper, extra fine quality paper; 18,000 sheets for 95c. *War Stamps extra for Toilet Goods. Table or Desk Blotters, 19 x 24; leather corners; English. Regular \$1.50. Fountain Pens, self-filling; gold pen; English. Regular \$1.25. Box Camera, 2 1/2 x 2 1/4 picture. Regular \$1.50. 6 Teaspoons. Canadian made, silver-plate. Regular \$1.50. Berry Spoons. Regular \$1.25. 6 Dessert Spoons or Forks. Regular \$1.40. \$2.00 Casserole Pie Plates. \$1.25 and \$1.50 Umbrellas. THE ROBERT SIMPSON DRUG COMPANY LIMITED. Travelling Rolls (made in United States). Up to \$1.50. Tuesday, 95c. Pullman Aprons (made in United States). Up to \$1.65. Tuesday, 95c. Hot Water Bottles (made in United States). Regular \$1.50. Tuesday 95c. *Tasteless Preparation of Cod Liver Oil, with Hypophosphites and Malt (made in Canada). Regular 75c each, 2 for 95c. *Madame Yates' Fruitcur, blood tonic or hair tonic. Regular \$1.00 each, 2 for 95c. Tobacco Pouches (made in England). Regular \$1.50. Tuesday, 95c. *War Tax extra for Drugs.

TODAY IS 95c DAY AT SIMPSON'S

A Great Occasion in Our Economy Campaign

is this 95 Cent day, Today. Goods from all the Empire and its Allies are featured, including thousands of dollars' worth of Canadian made goods, all of them having contributed in the making and in duties to the support of the friends and forces of the Empire. Each item or group of items 95c.

Canada First But Not Exclusively Look for the Imperial or Allies' Colors on the Price Tickets

GOODS AT OTHER PRICES TODAY

In the Men's Store

AT \$15.00—YOUR NEW FALL SUIT. English tweeds, in gray pin checks, cut smartly in sacque style, give these suits the finish and effectiveness of the average \$20.00 suit. Sizes 36 to 44 now in stock. At \$22.00—A Men's Suit, in brown worsteds, small check pattern. Sizes 36 to 44 now in stock. At \$24.00—An unusually attractive blue suit, in sizes 35 to 44.



VISITORS TO THE CITY during Exhibition time are cordially invited to make this store their own. For their convenience we will be glad to check parcels for them at the Check Room in the Basement, and for this service there is no charge. Telephone booths will be found on the first three floors; telegrams may be sent from the Telegraph Office in the Basement. A postoffice is on the First Floor, and the Rest Room is on the Third Floor. On the Sixth Floor are the Lunch and Tea Rooms, where one can always be sure of well-cooked, daintily-served food. The charges are most moderate. Particularly popular are the breakfasts served in the Palm Room. Club Breakfasts are 15c, 20c and 25c.

Store Opens 8.30 a.m. Closes 5.30 p.m.

Boys' Yoke Norfolk Suits \$2.95 and \$4.95

WITH ODD BLOOMERS AT 85c. At \$2.95—A serviceable School Suit, in gray or brown English tweeds. Sizes 25 to 32. At \$4.95—A suit of English wool chevot, in sizes 25 to 34; 175 suits only. The Bloomers at 85c are in dark gray English tweeds. Sizes 24 to 34.

Third Floor

New Fall Corsets, 360 pairs, sizes 19 to 28 inches. Regular \$1.50. Women's Nightgowns, 56, 58 and 60 inches long. Regular \$1.25 and \$1.75. Princess Slips, sizes 34 to 44. Regular \$1.25 to \$2.00. Women's \$2.50 Sweater Coats. Two Women's Vests, ribbed wool, 'twen seasons weight, sizes 32 to 38 bust. Regular 65c to 90c each. Girls' \$2.00, \$2.50 and \$3.00 Dresses, sizes 6 to 14 years, Tuesday for 95c. 200 Women's Wash Dresses; this season's styles and materials. Were \$4.50, \$3.95 and \$3.50. 150 Women's Tub Skirts, all sizes, good styles, reps and cordeline. Were \$1.50 to \$2.00. \$1.50 Underskirts, moire, Egypture and sateen, 36 to 42 lengths. \$1.50, \$2.00 and \$3.00 House Dresses.

Fourth Floor

10 Yards White Saxony Flannelette, English made, 31 inches wide, 2000 yards only. Scotch Damask Table Cloths, bleached, 62 x 62 and 67 x 67 inches. Canadian Nainsook, 12 yards, 36 inches wide, 200 lengths only. Check Glass Towelling, 10 yards, Scotch make, red or blue check; 1500 yards only. 4 Pairs Hemmed Huck Towels, Canadian make, 17 x 36 inches; 500 pairs only. White Crochet Bed Spreads, Canadian make, hemmed, 72 x 90 inches, 250 only.

Second Floor

1800 Pairs Women's Low Shoes, pumps, colonials and Oxfords. Regular \$2.69, \$2.99 and \$3.45. Boys' \$4.00 Shoes, sizes 11 to 13 and 1 to 5. Regular \$1.69 to \$4.00. Women's Evening Slippers, 300 pairs. Regular \$1.99 to \$3.50. 400 Pairs Children's Boots, sizes 2 to 10 1/2. Regular \$1.75 to \$2.95. Women's White Satin Hats, also navy or black. Regular \$2.00 and \$2.50. Small Black Velvet Hats. Regular \$1.50. Children's Trimmed Hats, felts, best colors. Regularly at \$1.50. Ostrich Millinery Mounts. Regular \$1.25 to \$2.00. Tuesday, 95c. Shot Duchesse, Messalines and Paillettes, Cord Velvets, Black Silk Paillette. Jap Habutai Silk, black and ivory. Colored Duchesse, Messalines, Silk Paillettes, Satins de Chine, etc. Dress Goods, French, Italian and British makes included among them; also Swiss wools; blacks, in silk and wool or all-wool; crepe permois, silk poplins, new French cashmere, San Toys, armures, Aurora and Roxana cords, silk colliennes. Regular \$1.25 and \$1.50. Silk and Wool Fabrics, Silk Poplins, Crepe Brittas, French Poplins de Chine, etc. Regular \$1.25 and \$1.50. New Suiting Serges. Regular \$1.50. Fall Blanket Coatings. Regular \$1.50. Wash Goods Remnants. Were 39c to 50c. 8 yards for 95c. Striped Voiles, 5 yards. Were 29c and 39c yard. 10 Yards Crum's Prints. Poplins, Piques and Reps, 10 yards. Auto Goggles. Were \$1.25 to \$2.00.

GOODS AT OTHER PRICES TODAY

A Great Clearing of Furnishings Will End the Month's Selling

Made in Canada Furniture

Extension Dining Table, fumed or golden oak. Regularly \$13.50. Tuesday 8.45. Extension Dining Table, quarter-cut oak, 45-inch top. Regularly \$20.00. Tuesday 9.90. Extension Dining Table, quarter-cut oak, 48-inch top. Regularly \$25.50. Tuesday 12.95. Extension Dining Table, quarter-cut oak; 48-inch top. Regularly \$25.75. Tuesday 15.95. Extension Dining Table, quarter-cut oak, 48-inch top. Regularly \$29.00. Tuesday 19.95. Dining-room Chairs, quarter-cut oak, box frame seats in leather; five side and one arm chair in set. Regularly \$17.50. Tuesday 12.85. Dining-room Chairs, quarter-cut oak, loose slip seats in leather; five side and one arm. Regularly \$24.75. Tuesday 17.65. Dining-room Chairs, quarter-cut oak; upholstered seats in leather. Regularly \$21.50. Tuesday 15.95. Dining-room Chairs, "Jacobean" quarter-cut oak, loose slip seats in leather. Regularly \$32.50. Tuesday 22.50. Dining-room Chairs, quarter-cut oak, fumed, loose slip seats in leather. Regularly \$27.50. Tuesday 20.00. Buffet, "Colonial," quarter-cut oak. Regularly \$39.50. Tuesday 24.95. Buffet, quarter-cut oak, 52-inch top. Regularly \$32.50. Tuesday 23.75. Dresser, quarter-cut oak finish or mahogany finish. Regularly \$8.00. Tuesday 5.95.

Remnants and Short Ends of Linoleum and Floor Cloth

Up to 6 square yards. Regularly \$2c to 55c per square yard. Tuesday 21. \$1.15 English Brussels Carpets at 65c—Designs suitable for bedrooms, in gray chintz, green chintz, etc. Some with borders. Tuesday 65. Brussels Rugs—Not many to select from in some sizes: 4.5x7.6. Regularly \$6.50 and \$7.00, for 4.95. 6.9x9.0. Regularly \$10.50 and \$12.50, for 8.75. 6.9x9.0. Regularly \$14.00, for 10.75. 6.9x10.6. Regularly \$12.75 and \$13.50, for 9.75. 6.9x10.6. Regularly \$16.50 to \$19.50, for 12.75. 9.0x9.0. Regularly \$14.50, for 9.75. 9.0x9.0. Regularly \$16.50, for 12.75. 9.0x10.6. Regularly \$14.75 and \$15.75, for 10.75. 9.0x10.6. Regularly \$19.50 and \$24.50, for 14.75. 9.0x12.0. Regularly \$16.75, for 12.75. 9.0x12.0. Regularly \$25.00, for 17.75. 9.0x13.6. Regularly \$23.00 to \$33.75, for 21.75. Mottled English Axminster Rugs at \$1.45 — 27 x 60 inches, mixed shades of reds, greens, browns, blues, etc. Seamless Imported Axminster Rugs — For drawing-rooms and bedrooms; size 8 1/2 x 11 1/4, regularly \$41.00, Tuesday, 29.50; size 9 1/2 x 13 1/2, regularly \$59.50, Tuesday 39.50.

The Robert Simpson Company, Limited

95

Fourth Floor

4 Pairs Pillow Cases, English make, heavy cotton, 42 x 33 or 44 x 33 inches; 600 pairs. Pair Flannelette Blankets, Canadian make; 54 x 80 inches; 300 pairs. 12 Yards Factory Cotton, Canadian make; 2400 yards only. Scotch Colored Madras. English Chintzes. American Cassement Cropes, 5 yards. Pair English Lace Curtains. French Upholstering Tapestries.

Fifth Floor

Room Lots Wall Paper, room size 10 x 12 x 9 feet. Regular \$1.70 and \$2.50. Japanese Leathers. Regular \$1.50 yard.

Sixth Floor

\$1.50 to \$3.50 Framed Pictures, English pictures, Canadian frames, Belgian glass. Matting School Cases. Matting Bags, Canadian make.

Basement

\$1.25 Aluminum Preserving Kettles. 1 1/2 Aluminum Double Boilers. Glass Bathroom Shelves, 5 x 18 or 24 inches, Canadian make. White Enamel Bath Seats, Canadian make, rubber-covered ends. 3-Piece Stag Carving Sets, Sheffield make. Sheffield Table Knives, 6 for 95c, white celluloid handles. "Wizard" Dustless Floor Mops. Enamel Tea Kettles, 3 and 4-quart sizes, blue and white. Hollow Ground Razors. \$2.25 Safety Razors. 2 lbs. Old English Floor Wax. Two-burner Gas Plate. Galvanized Garbage Cans. Mrs. Potts' Sad Irons, set. 14-inch Stillson Pipe Wrench. Roll Ready Roofing. Baby Dolls. Toy Sail Boats. Canadian-made Teddy Bears. \$1.50 to \$1.75 Art Brassware, baskets, jardiniere, fern pots, smoking stands, plaques, etc. 12 Cups and Saucers, clover leaf decoration. \$1.50 Cut Glass, 50 pieces, square and round bon-bon dishes, oil bottles, etc.

The New Market

TELEPHONE ADELAIDE 6100. Forequarter of Spring Lamb, special. 14. Choice Rib Roast Beef, per lb. 12. Sirloin Steak, finest beef, per lb. 27. Stewing Beef, bonanza, per lb. 12. Veal Chop, per lb. 28. Breakfast Bacon, mild curing, whole or half-side, per lb. 24. Smoked Ham, very choice, whole or half-ham, per lb. 30. Pure Lard, per 3-lb. pall 43. Eastfirst Shortening, per 3-lb. pall 38. VEGETABLES. New Potatoes, Ontario stock, per peck 18. New Beets and New Carrots, 5 bunches 5. Celery, per bunch 28. Cabbage, solid heads, good size 4. Pumpkins, 10 lbs. each, fresh each morning at moderate prices. CANNED SECTION—Main Floor and Basement. 1000 lb. Imported Cream Caramels, per lb. 35. 500 lb. Tasted Marshmallows, regular 20c, Tuesday, lb. 25. 800 lb. Peppermint Chips, per lb. 10. TELEPHONE DIRECT TO DEPARTMENT, ADELAIDE 6100. Finest Canned Corn, 3 tins 22. One can Standard Granulated Sugar, in 29-lb. cotton bags, per bag 1.33. Five Roses Flour, 4-bag 1.03. Magic Baking Powder, 1-lb. tin 21. California Seeded Raisins (Griffin & Shelly Brand), regular 12c, package 10. Finest Creamer Butter, per lb. 30. Choice Red Salmon, 2 tins 25. Shiraz's Marmalade, 2-lb. jar 35. Quaker Oats, large package, per pkg. 35. Clark's Potted Meats, assorted, 3 tins 25. Cowan's Cocoa, 1/2-lb. tin 32. Pure Clover Honey, new, 5-lb. pall 70. Finest Canned Shrimps, per tin 18. Paris Pate, for sandwiches, per tin 10. Mixed Pickles, 1/2-gal. bottle 20. Red Wing Grape Juice, per bottle 33. Cowan's Prepared Beans, assorted, 2 packages 25. St. Charles Milk, per tin 10. Fresh Fig Bar Biscuits, 2 lbs. 20. Preserved Ginger, per lb. 25. Gorton's Custard Powder, 3 packages 25. Grapenuts, 2 packages 25. CUT FLOWER SECTION. Rubber Plants, Special, each 40. Whitman's Ferns (the early variety), Special 72. Apparus Ferns, Special 19. Evergreen Lawn Seed, per pkg. 18 and 20. Dutch Lawn Clover, per package 25 and 30. Plant Food (for house plants), per package 20 and 30. Cooper's Tree and Shrub Mixture, for killing insects, etc., 1-qt. can 1.00. FRESH CUT FLOWERS. Asters (assorted colors), per dozen 15. Gladioli (assorted colors), per dozen 30. Roses (assorted colors), per dozen 40c, 15c, \$1.00, \$1.50, \$2.00, etc. Funeral designing done on short notice at moderate prices.

STORE 445 Y... N.E. Cor. Yonge display window... private... taxes. AP... H. M. V... 88 K... PROBS... Sir Ro... and... Collec... Russ... ITA... TEUTO... SOUG... BRIT... Wily Tra... fession... REVEAL... Germany's... Naval P... LONDON, British foreig... lengthly state... negotiations bet... Germany in... official record... "The statement... "An account... man negotiat... semi-official... Zetting last r... misleading an... to mislead. It... British Govern... (Continued... GOD... And the Can... the British m... order-in-comm... port and a di... United States... market. And... sell and so lin... So it must go... said. And es... man are... been impos... Great Brita... our wheat at... that such an... the western... they are late... we do not kn... ment consider... to the wester... early in this... greeted it as... a new... themselves, th... ther informati... the widesprea... fixing the pri... in famine... Great Britain... stabilizing th... mother count... we still believ... theory and i... Hedley Sha... wheat flour... thereof, thin... the project... But editors... get by impor... can't be done... as they settle... the United S... removed, be... themselves h... is the cheati... service and... answers ag... have plenty... deal of our h... hard wheat... They can ai... wheat much... because they... world, while... ed to one cu... Yesterday... viewed Mr... Leaf Milling... among the... ridiculous