SEE WHAT NINETY-FIVE CENTS BUYS AT SIMPSON'S TODAY!

95c "Pretty Good Chance to Economise!" Boots, Underwear, Furnishings, In Fact Thruout the Store You'll Be Surprised at the Splendid Values for 95c

At Other Prices---But Just As Good in Value

Men's New Chesterfield Overcoats $9.75

Heavy English Melton cloth, in black and Cambridge gray; they were formerly priced at $12.50 and $15.00. Tuesday, 8.30 a.m. **9.75**

The Furniture Prices Are Rock Bottom

Dresser, in rich mahogany finish, has three drawers, fitted with brass handles, swing bevel mirror. Regular $8.00. Tuesday's selling 6.95

Dresser, "Colonial" design, mahogany finish and bright or dull finish, has two long and two short drawers; very large British bevel mirror. Regular $27.50. Tuesday's selling 21.75

Buffet, in quarter-cut oak, golden finish; has 52-inch top, two cutlery drawers lined, double door cupboard, and linen drawer, British bevel mirror. Regular $32.50. Tuesday's selling 24.95

Extension Dining Table, in selected quarter-cut oak, fumed or golden finish; has 45-inch top, extending to 6 feet, massive round pedestal. Regular $18.75. Tuesday's selling 12.65

Same style, 48-inch top, extending to 8 feet. Regular $23.50. Tuesday 14.50

Brass Bedstead, 2-inch continuous posts, evenly divided fillers in bright satin or polette finishes, all standard sizes. Regular $18.90. Tuesday's selling 12.95

Brass-Trimmed Iron Beds, in white enamel finish, has brass top rails, brass caps and uprights, neatly designed mounts. Regular $5.25. Tuesday's selling 3.95

Bed Spring, steel frame, springs are woven steel wire, reinforced, standard sizes. Regular $3.00. Tuesday's selling ... 1.95

Bed Spring, steel frame, heavy steel wire, well supported; standard sizes. Regular $4.50. Tuesday's selling 2.90

Mattress, well filled with sanitary curled seagrass, with heavy layer of jute felt at both sides, neatly tufted and covered with art ticking. Regular $3.10. Tuesday's selling 2.30

Mattress, extra well filled with all pure cotton felt, built in layers, well tufted, stitched imperial edges; standard sizes. Regular $16.00. Tuesday's selling 7.75

Floor Coverings

Small Rag Rugs and Washable English Cotton Rugs—The pretty light bright colors obtainable in these two makes of rugs account for their popularity for bathroom and bedroom use; the rag rugs as well as the bedroom rugs will wash and clean well; pinks, grays, blues, lavender, green, etc., 18 x 34 in., 1.50; 22½ x 45 in., 2.25; 27 x 54 in., 1.45, 1.65 and 3.25; 36 x 63 in., 2.25 and 2.75

Heavy English and Domestic Printed Linoleum at 45c Square Yard—For all requirements, 2 yards wide. Per square yard ..... .45

New Brussels Rugs, Moderately Priced — Small Oriental, conventional and various designs shown which have just been received for autumn and are priced very low; 4.6 x 6.0, 5.25; 4.6 x 7.6, 7.50; 6.9 x 7.6, 11.00; 6.9 x 9.0, 13.25; 6.9 x 10.6, 15.50; 9.0 x 9.0, 17.75; 9.0 x 10.6, 19.75; 9.0 x 12.0, 22.50; 9.0 x 13.6, 27.50; 11.3 x 12.0, 29.50; 11.3 x 13.6 ..... 33.75

Hundreds of New English Wilton Hearth Rugs—Attractive colors and designs displayed in these new rugs just received from one of the best English manufacturers, mostly Oriental, popular wood shades, but all styles represented; 27 x 54 in., 5.25; 36 x 63 in. 9.25

Autumn Bargains for Women

75 ONLY SERGE AND WOOL CREPE DRESSES FOR $2.95.

Navy, and black serge in neat tailored dresses, some with tunics, others with wide tuck, plain waists, trimmed with silk and braided buttons, wool crepes in tan, Copen and navy, some show a coatee waist, others plain with organdy collar; sizes 34 to 42. Regular $6.00 to $8.00. Tuesday 2.95

ATTRACTIVE SERGE DRESSES AT $8.50.

Of all-wool serge, in navy and black, in semi-princess style, with coatee waist finished with combination novelty trimmings and silk pipings; some in plainer models, suitable for street and house wear; all sizes, for women and misses. Splendid value for 8.50

ENGLISH DURWARD COATS, FORMERLY SOLD AT $27.50 TO $35.00, NOW $14.95.

Just 35 coats in the assortment. Durward coats are noted the world over for their simple style and durability. Made from the highest quality English or Scotch mixtures in assorted shades; for perfect satisfaction in rain or shine. Formerly $27.50 to $35.00. Now 14.95

SPECIAL SALE OF SKIRTS, $3.95.

Some with yokes and yoke effects, and others have pleats on side gores, and all are button trimmed; all good styles; materials are mostly serges, in black and navy; a good assortment of sizes to choose from. Regular $5.00, $5.50 and $6.00. Special offer 3.95

95c Items For Men on First Floor

Neglige Shirts—520 Men's Neglige and Outing Shirts and Twill Shirts, all coat style, laundered and French cuffs; sizes 13½ to 17. Regular $1.25, $1.50, $2.00. Tuesday ..... .95

Underwear—Men's Natural Wool Underwear, in fall and winter weights, in Penman's 95, Mercury, Tru-Knit, Body Guard makes; fine quality shirts and drawers; sizes 34 to 44. Regular $1.25 and $1.50. Tuesday ..... .95

50c and 75c Pure Silk Ties, 4 for 95c—2300 Pure Silk Ties, the clearing of our big sale of neckwear, together with a manufacturer's lot consisting of foulards, spots, crepes, failles, satin borders and all-over patterns. Regular 50c and 75c. Tuesday, 4 for ..... .95

MEN'S HATS.

Black Stiff Hats---Fine English fur felt, in up-to-date 1915 styles, samples. Regular $2.00 and $2.50 hats. Tuesday's price ..... .95

300 Only, Men's and Youths' Soft Hats—In the new fedora and telescope crown shapes, most popular colors and specially fine qualities, jobbers' samples; $1.50, $2.00 and $2.50 hats. Tuesday's price ..... .95

Men's Caps—In extra fine imported Scotch and English tweeds, new fall and winter patterns, best finish. Regular $1.50. Tuesday ..... .95

Men's Tweed Hats—In brown, gray and fancy patterns, well stitched crown and brims, new style and well finished. Regular $1.50 and $2.00. Tuesday's special price ..... .95

Boys' Plush Tweed and Fancy Cloth Hats—In Rah-Rah, Mexican and telescope crown styles. Regular $1.50. Tuesday's price .95

Men's Shot Silk Black Cashmere Half Hose — Red, white and blue shot effect, all-wool yarn, winter weight, sizes 9½ to 11; 39c value. Tuesday, 3 pairs ..... .95

Men's Trousers—They are made from strong good wearing tweeds, in dark grays and browns, showing stripe patterns, finished with three pockets and strongly sewn; sizes 33 to 42. Regular $1.25 and $1.50. Tuesday ..... .95

HANDKERCHIEFS

12 Men's Handkerchiefs — Pure Irish linen. Tuesday, 12 for.... .95

12 Women's Handkerchiefs — Every thread linen, narrow hemstitch borders. Tuesday, 12 for .95

6 Handkerchiefs — For women, fine sheer linen, hand embroidered, narrow hemstitch borders. Tuesday, 6 for ..... .95

12 Handkerchiefs —For soldiers, mercerized, khaki color, ½-inch hem. Tuesday, 12 for ..... .95

Second Floor

MILLINERY

500 Untrimmed Hats—In about 20 different styles, sailors with high crowns, with soft crowns, matrons' shapes and dress shapes; all colors, with black predominating; of satin and silk velvet. Regular $1.50, $1.95 up to $2.25. Tuesday ..... .95

New Ostrich Mounts—Pom-poms and all the newest designs; black, white, black and white, and the most wanted colors. Tuesday.. .95

Ready-to-wear Hats for Children from 2 to 9 years old; corduroy, tweed, silk plush and felt; colors are black, Alice blue, red, white, brown and gray. Tuesday ..... .95

DRESS GOODS

West of England Suiting Serge, 95c—Our guaranteed soap-shrunk quality; in the dark shades of navy and black; for tailored suits or skirts; 52 inches wide; $1.50 value. Tuesday, per yard ..... .95

Silk Poplin Cords, 95c—This phenomenal value in newest shades; also black, for dresses and suits. Regular $1.25. Tuesday, yard.. .95

$1.50 Black Dress Goods, 95c—All our guaranteed quality blacks, in permos, crepes, poplins, San Toys, armures, Henrietta, silk cord bengaline, etc. Regular up to $1.50. Tuesday, per yard ..... .95

$1.50 Cream Chinchilla, 95c—Very stylish and popular are those lovely cream chinchilla, in the curl and ripple weaves; 54 inches wide. Regular $1.50. Tuesday, per yard .. .95

SILKS AND VELVETS

Colored Duchesse Mousselines, Paillettes, Shot Silks and Messalines—This season's best sellers, in day and evening shades; plenty of ivory also. Regular $1.25. Tuesday at ..... .95

Ninons and Marquisettes — In plain and floral effects; very dainty patterns, in all colors to match the above satins. On sale ..... .95

Black Duchesse Dress Satin — A superior quality, from one of the best Swiss makers, with 500 yards black satin paillettes from C. J. Bonnet of Lyons, France. Regular $1.25 and $1.29. On sale ..... .95

30 and 32-inch Woven Cord Velvets—For suits and coats; all the fashionable shades, khaki, sand, light, mid and dark gray, Russian and olive green, tabac and nigger brown, new navy, Belgian and saxe blues, etc.; also pastel shades. Regular $1.25. On sale ..... .95

$1.25 Black Lyons Velvets, Chiffon Velveteens, Also Panne and Couche Silk Velvets—For trimming and millinery purposes; the velveteens are Worrall's fast pile, and best dye. On sale ..... .95

1000 Yards of Ivory Jap Habutai — A quality we can guarantee to give satisfaction; 1 yard wide. On sale at ..... .95

New Japanese Silk Crepes — Splendid range of evening tones, with good quantities of the popular pinks; 36 inch. Regular $1.18. On sale ..... .95

Third Floor

GIRLS' MIDDIES

Heavy weight, extra quality drill; cardinal, Copen or navy sailor collars and cuffs; laced front, pocket, white braid finished; long or three-quarter sleeves; sizes 6 to 16 years. Regular $1.50. Tuesday sale ..... .95

Girls' Dresses — Heavy white, pink or sky pique; embroidery insertions in front, neck and sleeves; val. lace edges on neck and sleeves; wide waist band, deep hem on skirt; sizes 6 to 14 years. Regular $2.75. Tuesday sale ..... .95

Infants' Skirts—Cream, all-wool flannel, extra quality, cambric waist, deep hem. Regular $1.50. Tuesday sale ..... .95

WAISTS, 95c.

A Good Selection of Rich Silk Chiffon Waists, in a good variety of dark autumn colors and in black with white; some styles in high, others in low neck with long or short sleeves. Regular price $2.95 and $3.95. Tuesday ..... .95

WHITEWEAR

600 Pairs Women's Corsets—Several of our most popular models included, D. & A., Crompton, E. T. a la Deesse, and Armorside makes; strong, fine coutil or batiste; medium or low busts, long skirts and backs, finest rustproof boning, wide side steels, four strong garters, bust draw cords; sizes 18 to 36 inches in the lot, but not all sizes in any one model. Regularly $1.25, $1.50 and $1.75. Tuesday sale.. .95

Women's Vests or Drawers — Watson's spring needle, unshrinkable, finest ribbed white wool with cotton thread; vests high neck, long sleeves; drawers ankle length, open or closed; sizes 34 to 42 bust. Regularly 85c. Tuesday sale, 2 for .95

Women's Combinations — Very fine ribbed, medium weight, pure wool, white, high neck, long or elbow sleeves, ankle or knee length; sizes 34 to 42 bust. Regularly $1.75. Tuesday ..... .95

Boots and Shoes for Everybody--SECOND FLOOR

Men's $5.00 Shoes, Tuesday, 95c—600 Pairs High-grade Goodyear Welt and Hand-turned Sole Low Shoes, in selected tan calf, patent colt, vici kid and gun-metal calf leathers; button and lace styles; all sizes 4½ to 11. Regular $3.00 to $5.00. Tuesday ..... .95

Women's $5.00 Oxfords, 95c Tuesday — 800 pairs, "Queen Quality," "Dorothy Dodd," "Boston Favorite" and "Gold Medal" brands; best quality kid, patent and calf leathers; hand-turned and Goodyear welt soles; French, spool, Cuban, military and low heels; wide, narrow and round toes; get a pair for indoor winter wear; all sizes and widths in the lot. Regular $3.50 to $5.00. Tuesday ..... .95

Misses' and Children's Boots, Tuesday, 95c — 800 pairs, button and Blucher styles; dongola kid and gun-metal calf leathers; light and fall weight soles; patent and dull leather toecaps; low and spring heels; cloth and dull leather uppers in the lot; splendid fall footwear. Regular $1.40 to $2.25. Tuesday ..... .95

Boys' $1.40 Boots, Tuesday, 95c — 500 Pairs Box Kip and Dongola Kid Blucher Boots, medium and heavy weight soles; foot form toe shapes; plenty of all sizes 8 to 10½; some 11 to 13 in the lot. Regular $1.40. Tuesday (Boys' Section) ..... .95

Here's the opportunity you've been looking for to brighten up a room or two before winter sets in. Don't let it pass.

Fourth Floor

BRUSSELS CARPET

Both English and Canadian, at less than manufacturers can make them for today; this big reduction only on limited number of rolls; some with borders; others only enough for two or three rooms. Tuesday, special, per yard ..... .95

DRAPERIES AT 95c

French Upholstering Tapestries at 95c Yard — Tapestries which came from the centre of the war zone in Europe, and which at the present time are unprocurable; yet for Tuesday morning we are placing a few patterns, with only a limited quantity of each, the regular price of which was $1.25 and $1.50 per yard. On sale Tuesday morning at the very low price of, per yard .95

English Lace Curtains at 95c Pair —A number of exceptionally pretty designs, all of which are new, 2¾ yards long; white only; rich lacey borders, with spray centres, finished with colbert edge. Regular $1.00 and $1.25 per pair. Tuesday, pair .95

Curtain Nets, 5 Yards for 95c.—Sufficient net to make up one pair of dainty curtains, for the bedroom windows; all are neat designs; white only. Regular price 30c yard. Tuesday morning, 5 yards for.. .95

English and American Cretonne, 6 Yards for 95c—Sufficient cretonne of great artistic merit to make one pair of curtains and a valance, or a slip cover for a chair; 30 or 36 in. wide; light and dark grounds; all-over floral patterns; some of these are reproductions of the more expensive French shadow chintzes. Regular price 30c and 35c yard. Tuesday, 6 yards for ..... .95

LINENS AND STAPLES

Double Bed Sheets Only 95c Pair —About 500 pairs in the lot; made from good, sturdy, fully bleached sheeting; hemmed; size 70 x 90 in. Rush price Tuesday, pair ..... .95

Hemmed Pillow Cases, sizes 42 x 33 and 44 x 33 in. Tuesday, 4 pairs for ..... .95

White Crochet Bed Spreads, serviceable quality, finished hemmed; size 72 x 84 inches. Tuesday... .95

Plain White or Fancy Striped Turkish Bath Towels, large size, heavy quality. Tuesday, 2 pairs for ..... .95

Genuine Hand-Embroidered Madeira Centrepieces, size 24 inches. Tuesday ..... .95

Checked Glass or Tea Towelling —Splendid drying quality, 20 in. wide. Tuesday, 9 yards for ... .95

White Flannelette, 28 inches wide. Clearing Tuesday, 12 yards for .95

Factory Cotton, medium weight; 36 inches wide. Clearing Tuesday, 12 yards for ..... .95

5th and 6th Floors

IN WALL PAPER

Whole Room Lot of Wall Paper, including border and ceiling, for room 10 x 12 x 9, neat designs to choose from, for ..... .95

10 Rolls of Wall Paper, enough for side wall of room 10 x 12 x 9, printed oatmeals, tapestries, floral and stripe bedrooms. Regular value $2.50. Complete 10 rolls for .... .95

200 Yards of Japanese Leather, hand-tooled designs in various colors. Regular $1.50 yard, for .. .95

TRAVELLING GOODS

Neat Matting Suit Cases, strong handle, lock and catches, size 24 inches. Tuesday ..... .95

Buster Brown School Cases, in matting and keratol, strong handle and lock; size 14 inches. Tuesday at ..... .95

Japanese Cane and Matting Suit Cases and Baskets, leather bound, some with straps. Regular $1.50 to $3.25. Tuesday ..... .95

MIRRORS AT 95c

British Plate Mirrors, in white enamel or golden oak, size 10 x 14. Regular $1.95. Tuesday ..... .95

PICTURE FRAMING, 95c

Take advantage of this opportunity. Pictures measuring in size up to 16 x 20 inches, your choice of any 2-in. oak in either weathered, fumed, Flemish or black, pictures fitted complete with glass and back. Tuesday ..... .95

Basement

GLASS AND CHINAWARE

One dozen Table Tumblers 95c.—Finest quality thin imported glass; pretty etched border design. Regularly $1.50 dozen. Tuesday, the dozen for.... .95

$1.50 Fruit Sets, 95c.—Pretty decorations; finest quality Japanese china; sets consist of large fruit bowl and six fruit saucers. Tuesday, the set .95

$1.50 Japanese Vases, 95c.—12, 14 and 16-inch Japanese Awata Vases, handsome, large, floral decorations. Tuesday, choice ..... .95

Genuine Cut Glass, 95c.—Perfectly cut designs, or clear, evenly finished blanks; lot consists pickle dishes, nappies, vinegar bottles, etc. Regularly $1.50 and $1.75 ..... .95

$1.50 and $1.75 Comb and Brush Trays, 95c.—Royal Nippon china, hand-painted; various dainty decorations. Tuesday, choice ..... .95

HARDWARE AND CUTLERY

The "Ideal" Safety Razor Set, consists of silver-plated double-edged blade safety razor, with blades, complete with mirror, in genuine grained leather case. Regularly $2.25. Tuesday ..... .95

Sheffield Table Knives, white celluloid handles, good steel blades; dessert or table size, $2.50 and $2.75 dozen values. Tuesday, set of 6 for..... .95

Three-piece Carver Set, staghorn handles, Sheffield steel blades; knife, fork and steel. Regularly $1.29. Tuesday ..... .95

Stillson Pipe Wrenches, 14-in. size. Regularly $1.25. Tuesday ..... .95

Simpson's Rubber Roofing, a thoroughly reliable grade; complete with nails and cement. Tuesday, roll.. .95

Aluminum Preserving Kettles, 6-quart size. Tuesday ..... .95

Aluminum Double Boiler, 1½-quart size. Regularly $1.25. Tuesday.. .95

Garbage Cans or Ash Cans, medium size, galvanized, or large size japanned; bail handle, with cover. Regularly $1.25. Tuesday ..... .95

Potts' Sad Irons, set of 3 irons, stand and handle; genuine Taylor-Forbes make. Tuesday, set ..... .95

Tuesday in the New Market

THE MEATS.

Telephone Adelaide 6100.

Choicest Rib Roast Beef, per lb.	.22
Choicest Porterhouse Roast, per lb.	.28
Choicest Wing Roast, per lb.	.25
Round Steak, tender beef, per lb.	.22
Brisket Beef, per lb.	.14
Shoulder Roast, per lb.	.15
Thick Rib Roast, per lb.	.18
Simpson Pork Sausage, per lb.	.15
Pure Lard, 20-lb. pails, per lb.	.14
York Breakfast Bacon, whole or half side, special, per lb.	.24

VEGETABLES.

Sweet Potatoes, 6 lbs.	.25
New Carrots, per small basket	.8
New Beets, per small basket	.8
Canadian Dry Onions, per small basket	.9

NEW CUT FLOWER SECTION.

Fresh Cut Roses, 40c to $3.00 dozen.
Fresh Cut Carnations, 25c and 35c dozen.
Fresh Cut Lily of Valley, 35c and 45c dozen.
We are handling six different varieties of Roses at the above prices.
Flat pans of Fern, each, 25c, 45c and 75c.
Boston Ferns, each, 59c, 75c and $1.25.
Hardy Kentia Palms, 59c, 98c, $1.25 up.
Asparagus Ferns, each, 19c.
Artificial Palms, 24, 30 and 36-inch high, $1.00, $1.50 and $2.00 each.
Don't forget to see the quality and prices of our bulbs this season for growing in or outdoors.

GROCERIES.

Telephone Direct to Department, Adelaide 6100.

4000 tins Finest Canned Corn, 3 tins	.22
One car Standard Granulated Sugar, in 20-lb. cotton bag, per bag	1.24
Ogilvie's or Purity Flour, ¼-bag	.85
Magic Baking Powder, 1-lb. tin	.21
California Seeded Raisins, package	.11
Finest Creamery Butter, per lb.	.31
Shirriff's Marmalade, 2-lb. jar	.25
Robin Hood Oats, large package	.23
Clark's Potted Meats, assorted, 5 tins	.25
Pure Clover Honey, new, 5-lb. pail	.65
Finest Canned Shrimps, per tin	.15
Paris Pate, per tin	.10
Finest Preserved Ginger, per lb.	.23
Cowan's Prepared Icings, assorted, 3 packages	.25
Finest Evaporated Peaches, 3 lbs.	.25
Grapenuts, 2 packages	.25
500 lbs. Fresh Fig Bar Biscuits, 2 lbs.	.25
Fancy Carolina Rice, 3 lbs.	.25
Reindeer Prepared Coffee, per tin	.10
Blue Bell Jelly Powders, assorted, 4 packages	.25
St. Charles Milk, per tin	.10

CANDY SECTION.

Main Floor and Basement.

500 lbs. Toasted Marshmallows, reg. 30c, per lb.	.25
1000 lbs. Quaker Chewing Candy, 2 lbs.	.25
1000 lbs. Peppermint Chips, per lb.	.10

The Robert Simpson Company, Limited