

Telephone Main 7841

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

Market Adelaide 6100

SIMPSON'S 21st Anniversary Sale

Only three days more of the Anniversary Sale. Today starts a three-day whirlwind finish, with an unusually attractive programme. Seasonable, dependable merchandise at savings seldom offered so early in the season.

Our Monday Basement Sales are events looked forward to by thrifty buyers, and the Anniversary Sale today will be of more than usual importance.

35c White Flannelette at 28c A Timely Event for Special Selling Today

White Saxony Flannelette—Evenly napped and of splendid quality. 33 inches wide. 35c yard. Anniversary Sale, yard 28c.

Semi-Bleached Union Damask in check and floral designs. 60 inches wide. Regularly \$1.00. Anniversary Sale, yard 69c.

Satin Damask Table Cloths of fine even texture. Beautifully finished. Choice assortment of designs. Size 2 x 2 yards. Anniversary Sale, \$3.69.

Circular Pillow Cotton, linen finished and of heavy quality. 44 inches wide. Regularly 60c. Anniversary Sale, yard 47c.

Irish Linen Crash Towelling, with tape border. For roller or tea towels. 17 inches wide. 1,000 yards clearing in the Anniversary Sale, yard 29c.

White Marcelles Bedspreads, heavy weight, in floral and conventional designs. Size 72 x 90 inches. Straight hems or with cut corners. Anniversary Sale, \$4.95.

Simpson's—Fourth Floor.

Anniversary Specials Today in Simpson Quality Silks

Famous for More Than 20 Years

DUCHESS SATIN, well known for its quality and rich appearance. 36 inches wide. Street and evening shades. Regularly \$2.95. Anniversary Sale, \$2.69 yard.

\$3.50 Black Silks on Sale Today at \$2.95

Splendid values in heavy Black crepe de Chine, Dress and Suiting Satins—three different finishes in Chiffon Taffetas and many other weaves. Anniversary Sale, \$2.95 yard.

AMERICAN SILK CREPE GEORGETTES, including "Mallinson's Indestructible Qualities. Three shades of navy, copen, French and Belgian blue—six shades in grey and taupe, new browns and greens and past

tel colorings. Anniversary Sale, \$2.50 yard. YARD WIDE "SCHIZEN" HABUTAI SILKS, in a host of shades and ivory. \$1.25 quality. Anniversary Sale, 98c yard.

NATURAL SHANTUNG PONGEE; wear guaranteed. Regular \$1.25 heavy weight qualities at 98c yard. 1,000 yards of our \$1.00 quality at 79c yard.

Simpson's—Second Floor.

Noteworthy Dress Goods Items

Continuing the Sale, Wool Jersey at \$5.25 Yard

Augmented by the addition of new shades in dust, new blue, pekin, sand, brown, purple, copen, rose, etc. Finest grade wool cloth; 54 inches wide. Regularly \$6.50. Anniversary Sale, yard, \$5.25.

Coating Tweeds in the real Donegal mixtures, so popular for sports and motor coats. New arrivals in higher grades; 54 inches wide; \$4.00 and \$4.50 qualities. Anniversary Sale, yard, \$3.50.

Silk and Wool Poplins—Such charming new spring fabrics as faille poplins and bengalines, crepe-ondule, corda, etc. Values up to \$5.00. Full range of wanted shades; 40 inches wide. Anniversary Sale, yard, \$3.50.

Fine Botany Serge of unusual quality; 50 inches wide, and soap shrunk. Navy, black, brown, copen, taupe and green; \$4.00 value. Anniversary Sale, yard, \$2.45.

3,000 Yards Silk Poplin, \$1.38 Yard

A shipment of guaranteed high-grade qualities, usually sold at \$1.69. Full color range with navy and black. 46 inches wide. Anniversary Sale, yard \$1.38. Simpson's—Second Floor.



MILLINERY

The Latest Arrivals in New York Hats

REPRESENT THE AUTHENTIC SPRING MESSAGE OF THE MASTER MODISTES OF MILLINERY, AND ARE CHARMING TO AN UNLIMITED DEGREE.

Tailored Hats from Rawak, Moorehead and Jardine, and Bruck-Welas—unique of line, and simply but stunningly trimmed. Restaurant, tea and dress hats from Farrington and Evans—in the large droop, rolling brim and directorio poke designs that radiate spring from their flowery crowns and trimmings or brightly colored facings. As becoming as they are fascinating, and priced from \$2.00 to \$35.00.

More New "Riviera" Hats

Hats that tell with authority of the latest, most distinctive modes in tailored millinery have arrived in the "Riviera" Hat Section, and will be shown for the first time today. Priced \$15.00, \$16.50 and \$17.50.

Simpson's—Second Floor.

Special! Women's and Misses' Spring Coats Today

Two Enticing Values in Misses' Practical Tweed Coats

At \$15.00—Regular \$22.50 styles in light grey or tan donegal tweeds. Pleated or plain backs, finished with trig strappings and belts.

At \$22.50—Regular \$32.50 coats in grey and heather mixtures, as smart as they are serviceable. Jaunty button trimmed and silk lined to waist.

EXTRA VALUE IN

Misses' \$37.50 Suits, \$32.50

Stunning styles developed in excellent materials and offered at a price to make \$20 shopping worth while.

Jaunty box coated models, with Byrnie vests, semi-box styles, with silk braid trimming and strictly tailored designs.

Men's wear serges, and wool poplins in navy, tan, green, taupe, sand and black. Anniversary Sale, \$32.50.

Women's Smart Suits Today at \$26.50

Regular Values to \$35.00

Developed from wool serges in a host of the new season's popular styles.

Strictly tailored with braid and button trimming.

Semi-fitted or box designs with contrasting vesties and overcollars.

Colors navy, sand, green, brown or black. Anniversary Sale, \$26.50.

Other suits in stunning styles priced \$42.00 to \$48.00.



Women's Striking Coats Today \$28.50

Some Were Priced as High as \$40

Uncommonly smart styles—in quality materials that usually sell only at much higher prices.

Straight and belted designs, featuring the newest collars, pockets and trimmings. In popular sand, fawn and blue shades. Anniversary Sale, \$28.50.

SPECIAL OFFERING TODAY

Misses' Imported Jersey Frocks \$29.75

So wonderful in assortment—smart of style, and altogether modish—you must see them to appreciate their rare value at the low sale price.

Featuring the latest touches of fashion in cross-bar cording, tucks, novel panel effects and embroidery. Leading shades.

Altogether one of the best values in the Anniversary Sale, \$29.75.

Women's \$25.00 Silk Dresses, \$19.95

Particularly attractive and becoming styles in satin and taffetas—expressing the decided new vogue for pintucking on their skirts and bodices. Colors navy, brown and black. Anniversary Sale, \$19.95.

Women's and Misses' Skirts, \$5.95

Made from special-finish lustrous silk poplin in a good-fitting tailored style. Broad belt, pockets and chic tucking. Colors grey, taupe, brown, green, navy and black. Anniversary Sale, \$5.95.

Simpson's—Third Floor.

This \$6.50 Cashmere Dress for \$2.95

One of the Most Wonderful Offers of the Season for Today

As illustrated—pretty little frocks of fine cashmere (wool union). Lined in waist and sleeves. Yoke daintily smocked and collar of white silk poplin. Dark cardinal or mid brown. Sizes 2 to 5 years. Anniversary Sale, \$2.95.



CHILDREN'S RED REEFER COATS FOR SPRING—Made of cosy wool cheviot serge. Reversible double-breasted front—lapel collars finished with black velvet—anchor brass buttons—chlo pockets. Sizes 2 to 6 years. Remarkable value in the Anniversary Sale, \$6.50.

INFANTS' LONG SKIRTS of excellent quality white nainsook. Attached waist of self and deep hem daintily pintucked. Length 27 inches. Regularly \$1.00. Anniversary Sale 98c.

Simpson's—Third Floor.

Half-Price Finale in Drugs and Toilets

A Wonderful Offering of Household Preparations at Two for the Price of One—The Quantities Are Limited, So Early Shopping Is Advisable.

Castor Oil Capsules (12 in box, half teaspoonful) Regularly 25c. Sale price, 2 for 15c.
Glycerine Suppositories (12 in box). Regular 25c. Sale price, 2 for 15c.
Soluble Elastic Capsules, Bland, Eastern, Syrup, Hypophosphites, etc. (100 in box). Regularly 75c. Sale price, 25c.
Universal Lintiment, Regular 25c. Special, 2 for 25c.
Eye Salve (for inflamed lids). Regular 15c. Special, 2 for 25c.
Zinc Ointment, Regular 25c. Special, 2 for 25c.
Antiseptic Healing Salve, Regular 15c. Special, 2 for 25c.
Jamaica Ginger Compound (for flatulency, etc.) Regular 25c. Special, 2 for 25c.
Kidney Compound, large bottle, Regular \$1.00. Special, 2 for \$1.34.
Sustaining Bandage, Regular 50c. Special, 25c.
Headache Wafers, Regular 25c. Special, 15c.
Ladle Laxatives (50 in bottle), Regular 15c. Special, 15c.
Salad Dressing, Regular 15c. Special, 1 for 10c.

Antipain Tablets (100 in bottle), for headache, Regular 50c. Special, 25c.
Blanco (for white shoes). Regular 15c. Special, 2 for 15c.
Emulsion of Cod Liver Oil, Regular 45c. for 25c.
Emulsion of Nutmeg, Regular 25c. Special, 2 for 15c.
Violet Bouquet Soap, Regular 15c. Special, 2 for 15c.
Violet Toilet Powder, Regular 25c. Special, 2 for 15c.
Toilet Paste, Regular 25c. Special, 2 for 15c.
Epsom Salts, Regular 10c. Special, 2 for 15c.
TOILET GOODS AT SPECIAL PRICES.
Ivory Soap, large cake, 2 for 25c.
Lifebuoy Soap, 3 cakes, 25c.
Wheat's Assorted Soaps, Regular 10c. Special, 3 for 25c.
Pearl's Toilet Soap, 15c.
Pearl's Toilet Powder, 15c.
Assorted Toilet Creams, Regular 25c. Special, 15c.

SIMPSON'S
Simpson's—Main Floor.

New Spring Suits

\$25 Special

FOR MEN AND YOUNG MEN

Developed in smooth finished worsted, showing a neat grey mixed pin check, with colored stripe. Stylish three-button, single-breasted model—well lined and carefully tailored to fit comfortably. Sizes 36 to 42. Anniversary Sale, \$25.00.



\$1.00 Underwear, 50c Small Men's Sizes Only.

Shirts and drawers—medium weight for present wear. Natural shade—soft, smooth, even thread. Fine elastic ribbed cuffs and ankles. Sizes 32, 34, 36 only. Regularly \$1.00. Anniversary Sale, garment 50c.

Men's \$1.00 Nightshirts at 59c

Of good quality white cotton muslin. Collar attached—and one pocket—full-sized bodies—strongly woven. Sizes 14 to 18. Regularly \$1.00. Anniversary Sale, 59c.

Boys' \$1.25 Shirts at 89c

A maker closed them out to us at a saving. Negligee coat style, with soft double French cuffs—separate collar to match. A large assortment of patterns and stripes—full-sized bodies. Sizes 12 to 14. Regularly \$1.25. Anniversary Sale, each 89c.

Simpson's—Main Floor.

3,000 Yards Brocade Coat Linings 64c

From our regular high-grade stock of woven and printed satin finished satons. Mostly 40 inches wide. Every spring shade. Regularly 75c, 85c and \$1.00. Anniversary Sale, yard 64c.

Simpson's—Second Floor.

French Pastries of Surprising Quality

French Cullers, Napoleon Slices, Turnovers, Chocolate Eclairs, Cream Puffs, Cherry Baskets, Charlotte Russes.

Also pound and fancy cakes, crullers, doughnuts, coffee rings, etc., on sale daily after 10.30 a.m., sixth floor, at east entrance to Palm Room.

Women's \$1.75 Nightgowns Today 95c

Made of soft white cotton in attractive slip-over styles. Yokes of lace and Swiss embroidery. Anniversary Sale, 95c.

95c Work Aprons, 49c

Neat styles in strong checked gingham. Extra wide bib, extending over the shoulders and pocket. Regularly 95c. Anniversary Sale, 49c.

50c White Cotton Drawers, 39c

Well made, and finished with frill of self, daintily pintucked. Both styles. Regularly 50c. Anniversary Sale 39c.

D. & A. Corsets, \$1.25

New average figure models in white coutil, with medium bust and long free-fitting hips. Tearproof reinforcement and 4 strong elastic hose supporters. Sizes 19 to 26. Anniversary Sale, \$1.25.

Women's Spring Vests, 35c

Ribbed cotton, with low neck and short sleeves. Some have lace yokes. Anniversary Sale, 35c.

Women's Combinations, 69c

Ribbed cotton, with low neck and no sleeves. Umbrella or tight-knee drawers. Anniversary Sale, 69c.

Simpson's—Third Floor.

Men's \$11 and \$12 Boots at \$6.95

No Phone, Mail or C.O.D. Orders on Sale Footwear.

The styles, shades and sizes are everything one could wish. The qualities are above criticism, and up to the mark in every detail. Havana brown, mahogany calf, gun-metal and black kangaroo, black kid and patent leathers. Blucher and straight lace boots, with English recede toe. Wide and medium last. Regularly \$11.00 and \$12.00. Anniversary Sale, \$6.95.

Men's \$4.00 Boots at \$2.75

Gunmetal blucher boots on good fitting lasts. Wide toe, medium weight. McKay sewn soles, military heels. Sizes 6 to 10. Regularly \$4.00. Anniversary Sale, \$2.75.

Women's \$9.00 to \$12.00 Boots at \$6.45

Hart samples, Queen Quality, and many other high-grade boots. Button and lace styles, with nine and ten-inch tops, brown and grey suede, brown, black and ivory kids, brown calf and several cow or cloth. Artistically blended, with plain and fancy vamps and patent colt, and imitation tips. Goodyear welt and flexible McKay sewn soles, low walking, Cuban and Spanish heels. Widths AA to D. All sizes, 2 1/2 to 7 in the last. Regularly \$9.00 to \$12.00. Anniversary Sale, \$6.45.

Women's Patent Leather and Kid Pumps, \$3.95

For spring wear, 350 pairs. Sizes 2 1/2 to 7. Long plain toe, medium and Spanish leather heels. Also kid lace oxfords, with imitation tip. Anniversary Sale, \$3.95.

POLISH SPECIALS—Ralston's Brown Liquid Cleaner, 10c. Large tin Aretto Dubbin, 10c. Insoles, Corticaine or Luffer, 10c.

Simpson's—Second Floor.

The Robert SIMPSON Company Limited