

# Join the Throng of Thrifty People Who Will Visit Simpson's at 8.30 a.m. Today to Share in These Wonderful 49c Items

## 49 CENTS EACH

### Toilet Goods Sale at 49c

Four Cakes of Dr. Raub's Medicated Cutaneous Soap, a splendid skin and complexion soap, antiseptic, and good quality rubber sponge. Regular 75c. Today, per yard. **49c**

Three Rolls of Good Quality Toilet Paper, 4-1/2 paper to each roll; three cakes of White Rose Toilet Soap, one cake of large Bath Soap, and Rubber Sponge. Regular 75c. Today, per yard. **49c**

Four-piece Toilet Set, including Toilet Paper, Toilet Soap, and Rubber Sponge. Regular 75c. Today, per set. **49c**

Real Ebony Hair Brushes, with pure bristles. Regular 50c. Special, **49c**

Men's Six-piece Shaving Set, consisting of shaving brush, shaving stick, tooth brush, tube of tooth paste, tin of talcum powder and cake of soap. Special, set. **49c**

Bar of Vaseline Pure Castile Soap, 3 packages of Redmond Toilet Paper and cake of soap. Special, the set. **49c**

White Celluloid Pin Tray and White Celluloid Cuticle Pusher. Regular 70c. Special, the set. **49c**

Atkinson's Jockey Club Perfume, 2-oz. bottle. Regular 49c. Special, **49c**

White Celluloid Pin Boxes, War Tax Included.

### For Infants and Children

150 only Infants' Long Robes, of fine white nainsook, with square yokes of dainty embroidery; length 30 inches. No phone or mail orders. Regular \$1.25. Today, each. **49c**

Infants' 75c Hats, made of fine white repp; lined with white lawn; four-piece crown, with raised seams, and button on top. Sizes 18, 20 and 22. Today, each. **49c**

Children's 85c to \$1.25 Wash Dresses that have gotten broken in size range, or are oddments from previous sales; fine chambrays, percales and prints; wonderful choice of style and color. Sizes 2 to 6 years. No phone or mail orders. Each. **49c**

### Silk Squares and Fascinators

Women's 75c to \$1.25 Silk Squares, in white, pink or blue, and pure spun silk squares, with silk lace edging; colors cream or black. Women's Size Regular Coat Department, 3rd floor. Each. **49c**

### L. SIMPSON DRUGS

Household Atomizer, Regular 75c. Today, **49c**

Enamel Douches, each, Regular 75c. Today, **49c**

Auto Sponges, good quality. Regular 75c. Today, **49c**

Shampoo Powders, 7 in box. Regular 25c. Special, 3 for **49c**

Chloride of Lime, Regular 15c. Special, 4 for **49c**

K.A.G. Disinfectant, Regular 10c. Special, 7 for **49c**

Hydrogen Peroxide, Regular 25c. Special, 3 for **49c**

Blau's Pills, 100 in box. Regular 25c. Special, 3 for **49c**

A.B.S. & C. Tablets, 100 in box. Regular 10c. Special, 6 for **49c**

Borax, fine powder. Regular 25c. Special, 3 for **49c**

Shampoo Powders, 7 in box. Regular 25c. Special, 3 for **49c**

Seliditz Powder, Regular 20c. Special, 3 for **49c**

Castor Oil, finest cold drawn. Regular 60c. Special, 4 for **49c**

Paraffin Oil, Regular 60c. Special, 4 for **49c**

Insect Powder, Regular 15c. Special, 4 for **49c**

Shampoo Soap, Regular 25c. Special, 3 for **49c**

War Tax Included.

### Wash Goods at 49c

Fancy Silk and Cotton Marquisettes, for warm weather dresses and waists; steel, black, pink, yellow, sky, tan, amethyst, white, mauve; 34 inches wide. Regular 75c a yard. Today, **49c**

Duro Piques, 40 inches wide; checks, stripes and plain shades. Today, a yard. **49c**

Georgette Crepes, in silk and cotton; pink, white, black, sky, Copen, navy, etc.; 36 inches wide. Regular 90c. Today, **49c**

Tape Stripe Voiles, also Stripe Voiles; 36 and 40 inches wide. Regular 50c, 75c, \$1.25. Today, **49c**

French Batistes, 44 inches wide, white grounds with colored stripes. Regular 39c. Today, **49c**

English Voiles, 45 inches wide, white only. Regular 39c. Today, 2 yards for **49c**

Gabardine Voiles, in plain white and in stripes; 40 inches wide. Regular \$1.00 per yard. Today, **49c**

Woven Stripe Voiles, 36 inches wide, combination stripes with pink, blue, and mauve predominating. Regular 35c. Today, 3 yards for **49c**

### Mesh Bags Hardware

Square frame, round links, lined and unlined, long and short chains. Regular 85c. Today, **49c**

Gate Tops, With Japanese figure and stone settings. Regular 50c. Today, **49c**

### Leather Bags

198 Leather Hand Bags, all new styles, nickel frames, moire and Dresden silk lined. Regular 95c. Today, **49c**

### Notions

Cleopatra's Sewing Cotton, all numbers, black and white. Regular 60c. Today, **49c**

Cost Hangers, enamel over hardwood, all colors. Regular 12 1/2c. Today, 5 for **49c**

B.P.C. Crochet Cotton, white only, all numbers. Today, 5 balls. **49c**

Dress Shields, featherweight, long or short pair; size 3. Today, 2 pairs. **49c**

### Art Needle Department

Clerical Grey and Natural Wool; enough for one pair of socks. Extra special, **49c**

Semi-Ready Dresses for Children, 6 months to 5 years; stamped on fine white muslin, and sufficient white or colored floss to complete. Today, **49c**

Dresser Scarfs, stamped on white pique, for making up with insertion and lace, and enough floss to complete. Today, **49c**

### Flouncings, Embroideries

Direct from Switzerland are these lovely 17-inch Flouncings; sample lengths, 2 to 4 yards in each piece; no two pieces alike. 60c, 65c, 68c and 75c. Flouncings, Today, per yard. **49c**

Children's Semi-ready French Dresses, of fine balles; size 2 years. 60c dresses. Today, **49c**

17-inch Corset Cover Embroideries, no two pieces alike; 1 1/2 yard lengths. Regular 43c a yard. Today, per length. **49c**

### Handkerchiefs at 49c

Women's Belfast Linen Handkerchiefs, extra fine quality, narrow hem. Today 4 for **49c**

Men's Irish Lawn Handkerchiefs, soft, mercerized finish; full size; 4 1/2-inch hem. Today 6 for **49c**

Women's Irish Lawn Handkerchiefs, soft, mercerized finish, narrow hem. Today 11 for **49c**

### Book Feast at 49c

Boy Scout Books, "The Dare Boys" thrilling, wholesome; 12 titles. Regularly 55c. Today 2 for **49c**

Library size reprints, some slightly shopworn; all worthy titles. Each **49c**

Kitchener Memorial, a book describing his life and work; several page illustrations. Regular \$1.85. Today **49c**

100 books, presenting the very best stories for boys and girls; handsomely bound, and attractively illustrated; 50 titles; a special purchase. Regular \$1.00, \$1.25 and \$1.50. Each **49c**

### Stationery at 49c

50 Boxes Fine Linen Finished Papers, newest shapes with envelopes to match; some boxes have 48 sheets with envelopes to match. Regular \$1.25 each. Today **49c**

50 only, Writing Portfolios, in leather, values up to \$2.00. Today **49c**

## 49 CENTS EACH

### Fancy Scarfs, Covers, Shams, 49c

None Worth Less Than \$1.00 to \$1.25

No phone or mail orders accepted.

Included are Battenberg, Japanese drawn work, plain hemstitched, Irish linens and Irish embroidered pieces, in scarfs, size 18 x 50 and 18 x 54; shams, size 20 x 30; table covers, size 40 x 40, as well as tray cloths, etc. Value \$1.00 to \$1.25. Rush price today, **49c**

Bleached Table Damask, dependable quality, various designs; 18 in. wide. Today, yard **49c**

Hemmed Damask Table Napkins; size 18 x 18 inches. Today six **49c**

Unbleached Crash Toweling, heavy quality; 17 in. wide. Regular 15c. Today, 5 yards **49c**

White or Cream Turkish Bath Towels, Today **49c**

Red Bordered Towelling, 20 inches wide, Regularly **49c**

### Misses' and Women's Petticoats 49c

Sateen and Cotton Taffeta Petticoats, in black only; knife-pleated flounces; sizes 32, 34, 38, 40 and 42. No phone orders. Today, **49c**

### In the Millinery Department

Tagel Hats, variety of wanted styles. Regularly \$1.50 to \$1.75. Today **49c**

Hundreds of styles in \$1.00 to \$1.50 Feather. Today **49c**

Children's Java Hats, ribbon trimmed. Regularly \$1.25. Today, **49c**

Motor Bonnets in colors. Regularly \$1.00. Today **49c**

### Wall Papers and Paints

Clearance of balances of Wall Papers and Ceilings; 6 to 12 rolls to a bundle. Regular 75c to \$2.00 value. Today, per bundle **49c**

High-grade Tapestries and Hand-Cranked Wall Papers, suitable for living-rooms, halls and dining-rooms; large range of colorings. Regular \$1.00 to \$1.50. Today, a single roll, **49c**

5-lb. package white or color Mureoco, and suitable kalsomine brush. Extra special today, the outfit **49c**

500 pints only of Perlex White Enamel, a high-grade English white enamel. Regular 70c. Today, a pint **49c**

Women's 50c Hose, black and white, high silk ankle; deep lisle thread top. Today, 2 pairs for **49c**

Women's 20c Cotton Hose, extra fine quality; good weight; black and white. 3 pairs for **49c**

Children's Wool Cashmere Hose, one-and-one ribbed knit; good weight; manufacturers' seconds of a 50c line; black and white; sizes 4 to 8 1/2; No phone orders for these. 2 pairs for **49c**

Men's fine 80c Cashmere Socks, all black. Today, 2 pairs for **49c**

### Gloves and Hosiery

Women's 50c Hose, black and white, high silk ankle; deep lisle thread top. Today, 2 pairs for **49c**

Women's 20c Cotton Hose, extra fine quality; good weight; black and white. 3 pairs for **49c**

Children's Wool Cashmere Hose, one-and-one ribbed knit; good weight; manufacturers' seconds of a 50c line; black and white; sizes 4 to 8 1/2; No phone orders for these. 2 pairs for **49c**

Men's fine 80c Cashmere Socks, all black. Today, 2 pairs for **49c**

### Men's Furnishings

Shirts, in plain and fancy hair-line and cluster stripes; laundered cuffs; coat style; sizes 14 to 17. Regular stock lines. **49c**

Men's 80c, 65c, 75c and \$1.00 Manchuets, Tru-Knit and Zimmerkitt halbriggan, white lisle and white mesh, shirts and drawers; sizes 32 to 44. Not every size in any one line. **49c**

## 49 CENTS EACH

### Women's Whitewear 49c

600 pairs of Women's Corsets, sizes 18 to 28. Regular 75c. Today, **49c**

480 only, Women's Night-gowns, made of good quality cotton, slip-over style, with round or V-shaped neck. Regular 49c. Today, **49c**

300 only pairs of Women's Umbrella Drawers, made of good quality pure rubber. Today **49c**

Women's Summer Vests, made of lovely fine ribbed cotton, low neck, no and short sleeves; sizes 34 to 42. Regular 85c to \$1.00. Today, 2 for **49c**

Women's Corset Covers, of fine nainsook, with round tuck and pretty deep yokes of lace and embroidery insertions and pretty lace edgings; sizes 34 to 42. Regular 75c and 85c. Today, **49c**

Children's Bathing Suits, made of good weight bat-briggan, with pants and tunic attached; color navy blue; sizes 4 to 14 years. **49c**

### Great Values in Jewelry

10k Baby Rings, 10k Signet Ties Pins, 8k Beauty Pins, Gold-filled Coat Chains, Belt Chains, 16-inch Neck Chains, Sterling Silver Neck Chains, large assortment of Earrings, Rose Beads, Pearl Beads, Black Beads, Tile Clips, Sterling Rings, Enamel Brooches, Pearl Top Hat Pins, Black Brooches and various styles of Pendants. Regular 75c to \$1.00 articles at **49c**

Solid 10k Gold Signet Rings, suitable for young women or boys; a neat pattern; good weight, well finished. Reg. \$1.00 value. Special, Today **49c**

Gold-filled Bar Pins, especially suitable for stock collars; mostly plain pattern; hand engraving; good workmanship, with safety catch. Special, Today **49c**

### Extraordinary Waist Bargains

300 Splendid Middies, in extra heavy drill and jean; cut and made in the very best manner, and in a charming assortment of white, with colored trimmings; navy, sage blue and red; large, roomy styles, chiefly with short sleeves. Sizes 32 to 42. Selling today **49c**

400 Dainty Waists of sheer voile, in all white, pretty stripes and fancy floral designs; a great diversity of designs, showing nothing but up-to-date styles; all have long sleeves. Regular \$1.00 and \$1.25. Today **49c**

### Chinaware Silverware

Royal Nippon China, hand painted Butter Tubs, pretty decorations. Regular 75c. Today **49c**

Hand Painted China Sugar and Cream Sets, new decorations. Reg. 95c. Today **49c**

Smokers' Brass Tray, with two cigar rests and match box holder. Regular 75c. Today **49c**

Florentine Statuettes, various subjects to choose from. Regular 75c. Today **49c**

1 doz. Kitchen Tumblers. Today's special, 12 **49c**

### Girls' Middies at 49c

No Phone or C. O. D. Orders

500 Middies, made of white drill dyed front; two pockets; large collar. Sizes 6 to 14 years. **49c**

### The Dress Goods at 49c

Brilliant Luster, for dresses and bathing suits; all the staple shades and black; 42 in. wide. Regular 75c a yard. Today **49c**

Bedford Corals, in smart black and white; much in demand for summer suits, sport skirts or separate coats; 40 inches wide. Today **49c**

Novelty Stripe Voiles, blue, grey, navy, tan, maize and reseda grounds; 40 inches wide. Today, a yard **49c**

Farmers' Satin, 48c. In black and colors, that is well worth \$1.00 yard; 44 inches wide; suitable for coat linings, underskirts, aprons, etc. One price sale, **49c**

Moire Skirtings, 40c. A range of the wanted shades, also black; 40 inches wide. Regular 75c. One price sale, per yard **49c**

### Remarkable Values in Silks

38-inch Ivory Habutata Silks. Our 50c quality, a **49c**

Natural Silk Shantung, 60c to 65c values, a **49c**

Complete Stock of Plain, Striped and Checked Tamales and Peau de Soies, and good qualities of C. B. Satins. Regular 55c and 65c. Today, a yard **49c**

### Trimmings Picture Framing

Rich beaded and pearl garnitures, appliques, motifs, etc. in all black, pearl, crystal and an assortment of colorings. Reg. prices \$1.00 to \$2.60 each. Today **49c**

Children's Parasols Framed Pictures

An assortment of choice framed pictures, in select mountings. Regular 75c to 95c. Today **49c**

## Of Tremendous Interest at Other Prices

### In the Misses' Department

#### The Better Cloth Suits to Go at \$18.95

This includes every one of our better suits, ranging in regular price up to \$42.50. Rich serges and gabardines beautifully silk lined and tailored in the best manner. You will get your money's worth from one of these suits even though you should wear it only a few times. They are the very choicest of the season, both in quality and designs. Sizes 14 to 20 years. Clearance price **18.95**

### In the Women's Department

30 Wash Suits for warm weather, assorted in styles and fabrics. Special price today **5.00**

50 Serge Suits, grouped from regular stock, several styles to choose from, all in superior quality English serge. Special at **10.00**

54 Taffeta or Satin Suits developed in the latest New York designs. Shades black, navy, Copen. Regular \$35.00. Special **27.50**

### Second Day of the Sale of Beds and Bedding

50 only, Mattresses, seagrass centre, jute felt on both sides and ends, deeply tufted, full depth border, enclosed in good grade of art **3.15**

19 only, Mattresses, slightly soiled, size 4 ft. 6 inches, 4 ft. and 3 ft. **5.95**

Mattresses, pure cotton felt built in layers, deeply tufted, extra good grade of art ticking, full depth border, roll edge. Regular price **11.25**

Pilows, mixed feathers, enclosed in good grade of ticking. Special **.95**

Pillows, selected feathers, size 19 x 26 inches, six pounds per pair, enclosed in good grade of art ticking. Special today. Pair **1.50**

Iron Beds, slightly damaged, in 2 ft. 6 inch and 3 ft. sizes only. Regular price from \$3.75 to \$4.00. Today **1.90**

Iron Bed, pure white enamel, brass caps, all regular sizes. **3.75**

14 only, Brass Beds, heavy 2-inch posts, five fillers, polette finish, only in the 4 ft. 6 in. size. Regular price \$13.75. Today **9.90**

10 only, Brass Beds, in polette finish only, 4 ft. and 4 ft. 6 in. size, heavy 2-inch posts and top rod, ball corners, special mounts, five one-inch fillers. Regular price \$25.75. Today **18.95**

Brass Beds, satin ribbon finish only, 4 ft. 6 in. size, heavy 2-inch posts, with heavy top rod, five fillers, double galleries, special caps. **23.50**

Brass Beds, with heavy 2-inch posts, 1 1/2-inch fillers, special mounts, in polette and satin finish, 4 ft. 6 in. size only. Regular price **24.00**

Brass Beds, with heavy 2-inch posts, 1 1/2-inch fillers, special mounts, in polette and satin finish, 4 ft. 6 in. size only. Reg. \$27.75 **24.75**

Divanettes, can be used during day as settee, at night as double bed. Front of genuine oak, tufted finish, seat and back upholstered in imitation Spanish leather. Bed has link fabric spring, helicals at each end; soft, comfortable mattress. Reg. price \$40.00. Today **32.75**

### Lovely Ribbons at 49c

Rich Duchess Satin Ribbons, fine twist silk back, width 6 inches, full range of colors, very special, today, yard **49c**

### 200 Only Wheel Toys

(No Phone or Mail Orders)

Toy Wheelbarrows, medium size, wooden boxes and handles, stained red **49c**

Four-wheeled Toy Express Wagons, metal bodies and gears **49c**

Shoe-Fly Rockers, dappled horses with red seats and long rockers **49c**

### The Simpson Company Limited