



Simpson's Spring One-Price Sale Today

First of the Season---Offering 100 Timely Specials in Seasonable, Dependable Merchandise

There's an airy fairy freshness all through the store these days—a something different, a new enthusiasm that makes shopping a delight. If you haven't noticed it, come today and feel the sweep of this great one-price sale. You'll catch the spirit of it the moment you enter the door and see the values in new merchandise you can get at this low price.

8.30 a.m. Special.
Tams 49c

Velvet and Felt Tams in the popular man-o-war shapes, with plain and gold lettered bands; well lined and finished. Regularly \$1.00. Today, 49c.

8.30 a.m. Special.
Women's Spencers

300 Pure Wool and Wool Union Spencers, cleared from one of our manufacturers at our own price and passed on to you today at a big reduction. You will do well to be here sharp at 8.30 if you wish to secure the best values. Colors white, grey, black. Sizes 34 to 42 in the lot. Clearing today at 49c.

8.30 a.m. Special.
Odd Jewelry 49c

Bracelets, Brooches, Agate Crosses, Sterling Silver Enamelled Pendants, large variety of Beads, Lockets, Pendants, Foston Neckties, Beauty Pins, Fobs, Baby Bracelets, Cuff Links, pair of Sterling Bangle Bracelets, child's size; Egyptian Brooches, 10k Signet Scarf Pins, 9k Bar Pins and Beauty Pins. Regular prices from 75c to \$1.50. Today, 49c.

8.30 a.m. Special.
Lace Flouncings 49c

They are embroidered in handsome patterns, and are 44 inches wide. 270 yards to clear at one-third and less regular value. On sale today at, per yard, 49c.



Anything on This Page for the One Day---Today at 49c

Four Good Values in Hosiery For Women and Children

Women's Fibre Silk Ankle Hose with high silk leg; black, white, pink and sky. Regular 75c value. Today, 49c.
Women's Black, White and Dark Brown Cotton Hose, usual 29c value. Special today, at 2 pairs for 49c.
Children's All-Wool Cashmere Stockings, mill seconds of a 65c quality. In white, sizes 6 1/2 to 11; black, 6 to 6 1/2. Today, 49c.
Women's Plain Black Cashmere Hose, of medium weight. Unusual value at 49c.

Hardware Specials

Lapped Preserving Kettles, grey enamel, 12-quart size. Today, 49c.
Covered Convex Kettles, grey enamel, 6-quart size. Today, 49c.
Straight Covered Saucepans, grey enamel, 6 or 8-quart size. Today, 49c.
Kleeno Polish Mop and can of polish, complete with long handle. Today, 49c.
Aluminum Fry Pans, 7-inch diameter. Today, 49c.
Nickel Silver Teaspoons, "Avon" pattern, a very handsome spoon that will give years of service. Today, half dozen for 49c.

8.30 a.m. Special.

Buffet and Dresser Scarfs

Including lace, trimmed, Battenburg and hand-drawn work. Size 18 x 30 inches. Regularly 75c and \$1.00. Clearing today, each, 49c.

Men's Knit Ties

Seconds of 75c, \$1.00, \$1.50 Grades, Today, at

49c

1,200 of them, for men and boys. They are of the famous A. T. Reid make, they are seconds of pure fibre silk ties, and first quality at that. As the slight imperfections have all been repaired, they are therefore good as new. You will do well to come at 8.30 a.m. and buy a supply. Special sale price, 49c.

Men's Shirts and Drawers.

Men's Balbriggan Shirts and Drawers, natural shade. Sizes 34 to 44. Special, 49c.

Men's 75c Flannel Shirts, 49c.

Also Oxford Shirts in hairline and fancy stripes, collar attached style. Sizes 14 to 19. Special price, 49c.

Men's 75c Braces, 49c.

Lisle and mercerized, light and roomy webbings, cross back and French brands (Dominion make), kid castoff ends. Special price, 49c.

Boys' \$1.00 Sweater Coats, 49c.

Penangle brand, fine fancy stitch, plain grey, high storm collar, 2 pockets and close fitting cuffs. Sizes 28 to 32. Special price, 49c.

Boys' 59c Sweaters, 49c.

In plain grey, in fine cardigan stitch, close-fitting cuffs and neck. Sizes 28 to 32. Special price 49c.

Men's Briar Pipes 49c

Genuine Briar Pipes with black vulcanite mouthpieces, and red rubber tobacco pouch. Regular price 75c. Special, today, per set 49c.
Klono Adjustable Shoe Trees, for men or women. Will fit any size. Special, per pair, 49c.
Black Leatherette Hand Bags and Strap Purses, neatly lined and in the new shapes. Special value, each 49c.

Men's Sox and Work Mitts

Men's One-Finger Unlined Mule-skin Gaiter Working Mittens, with deep leather cuff. Small and large sizes. Regular 59c. Today at 49c.
Men's Heavy Grey Pure Wool Socks, the famous "Hanson" make. Regular 75c. Today, 49c.



1500 Yards Wanted Ribbon

New Plaid Taffeta Silk Ribbon, in 20 colorings.
Light and Dark Dresden, in six designs and over 50 shades.
Heavy Fulle Taffetas, in 13 shades, light and dark.
All the above, 6 inches wide, and all one price, today, per yard 49c.

Stationery

What about your calling cards? Extra special engraving offer. For today only we will engrave your name on a copper visiting card plate in script for 49c.
50 cards from above plate for 49c.

3000 Yards 75c Shepherd Checks, 49c Yard

One of our first British-made worsted shepherd checks, in all sizes of checks, for dresses, suits, skirts or spring coats. Regular 75c. Extraordinary value today, per yard, 49c.

Brocaded Sateen, 59c to Bedford Cords, 65c and 75c Values at 49c a Yard

It comes in a splendid range of colors, and has a rich satin sheen, in dainty woven designs; 38 to 40 inches wide. On sale today at, per yard, 49c.

Entire Stock 75c Corduroy Velvets, 49c Yard

Terry and Wide Wale Cords, in all the popular shades. 27 inches wide. Selling today, per yard, 49c.

65c and 75c Chiffon Taffetas at 49c Yard

Plain and shot chiffon taffetas, checked and striped taminines and taffetas. Today, per yard, 49c.

Natural Silk Shantung Today 49c Yard

It is of excellent quality and regularly priced at 75c. On sale today, per yard, 49c.

Eloquent Values in Whitewear

75c and 85c Corset Covers at 49c
They are made of fine nainsook, in a great choice of styles; some front and back trimmed with yokes of fine lace and embroidery, some run through with satin ribbon. The necks and arms are finished with pretty lace edgings; waist has fitted pelm. Sizes 34 to 42. Today, 49c.

Women's Cotton Drawers, umbrella style, with deep drill of Swiss embroidery; low neck and no or short sleeves; some "comfy cut" styles. Regular 75c. Today, 49c.

Women's 85c Combinations Today at 49c

Made of fine ribbed cotton in low neck, and no sleeves or with short sleeves. Neck and arms have ribbon run heading. Drawers are lace trimmed, umbrella style. Sizes 34 to 40. Regularly 85c. Today, 49c.

Women's and Maids' Aprons, simple and broken lines from stock, made of fine English lawn, in plain bands; maids' afternoon or morning aprons, and some lace aprons. Regular 75c to \$1.25. Today only, 49c.



Women's Band Aprons, made of striped print, in good-fitting gored style, with front pocket, and tie strings at waist. Regular 95c. Today, 2 for 49c.

Big Reduction in Paints, Wall Papers

R. S. Co. High-grade Paints, for outside or inside use. Complete range of colors, including white. One pint and special brush, complete, today, 49c.
Special Varnish, for furniture and woodwork, clear, varnish and hard drying. Today special, per quart, 49c.
Perfex White Enamel, for metal and woodwork. High gloss enamel. Regular 70c. Today special, per pint, 49c.
Simpson's Varnish Stain, for floors; light oak and dark oak shades; stains and varnishes at one operation; dries hard overnight; 500 quarts only. Today, per quart, 49c.

10 Rolls Wall Paper 49c

Your choice of three styles, floral pattern on light ground, and stripe design for bedrooms, two-tone stripe paper on tan ground for sitting-rooms. Regular 15c and 20c roll. Today, 10 rolls for 49c.
Imported Wall Papers, printed oatmeal, silk effects, allover designs and tapestries, for living-rooms, halls and dining-rooms. Regular 35c to 50c per roll. Today, 2 rolls for 49c.
English and American Wall Papers, in up-to-date designs in new color tones. Verdure tapestries and conventional designs, silk soirette papers and chintz effects. Regular 75c to \$1.00. Today, per single roll, 49c.

Draperies

Art Chintzes and Cretonnes

In a great collection of floral and conventional designs and color combinations for side hangings, slip covers, box coverings, cushions, bags, etc. Regularly up to 69c. Today, per yard, 49c.

Made with white enamelled wood frame, showing a centre panel in assorted Japanese colored designs; 27 inches high. Regularly \$1.35. Today, each, 49c.

500 Well-Made Window Shades.

of durable opaque cloth in dark green, cream and white. Each complete with a strong spring roller and necessary attachments. Size 37 x 70 inches. Today, each, 49c.

100 Portiere Rods

With highly polished brass tubes, 1-inch in diameter. Will extend from 30 to 54 inches. Complete with a pair of sockets. Regularly 60c. Complete today, at, 49c.

Curtain Materials

Scotch Madras Muslins, Voiles and Marquisettes in white, ivory and ecru; also some fine quality Casement Cloths in crepe and open basket weaves, in shades of brown, red and blue. Guaranteed perfectly sunfast and 50 inches in width. Regularly up to 98c. Today, yard, 49c.

Belt Buckles 49c

Hand Cut Steel and Gilt Belt Buckles in artistic designs, some studded, some fancy stones. Regular prices \$1.50 to \$3.50. On sale today at 49c.

Drugs and Toilet Goods

25c bottle Smelling Salts. Special 3 for 49c.
2 tins Sweetheart Talcum, 2 for 49c.
2 1/2 tube Charcoal Tooth Paste. 3 for 49c.
1 1/2 tin Thymoline Tooth Powder. 4 for 49c.
52c bottle Apollo Lilas Toilet Water. Special 49c.
65c Ivory Shoe Horns. Special, 49c.
59c Ivory Talcum Holders. Special, 49c.
25c package Powdered Borax. Special, 3 lbs., 49c.
10c package Epsom Salts. Special, 6 for 49c.
25c package Selditz Powders. Special, 2 for 49c.
50c bottle Wood Alcohol. Special, 49c.
60c bottle Paraffin Oil. Special, 49c.
75c Ebony-finish Migrosa, ring handle. Special, 49c.
65c Ebony-finish Hair Brushes. Special, 49c.
75c Cloth Brushes. Special, 49c.
War Tax Included.

SIMPSON DRUGS

Electric Fixtures

Ceiling Bands, white enamel or brass finish. Regular \$1.25. Today, not installed, 49c.
Fuse Plugs, 10 and 20 amp. Today, 6 for 49c.
60-watt Condor Tungsten Bulbs. Regular 50c each, 49c.
Gas Mantles, inverted or upright, also "Kant Brak", inverted. Today, 4 for 49c.
Mica-lined Lined Shades, in pink, rose or green or gold, with seed bead fringe. Today, each, 49c.
Silk and Chintz Shades, odds and ends. Each, 49c.
Glass Shades, for fixtures, red, brown or gold. Regular 60c. Today, each, 49c.
Green and White Glass Shades, cone shape; fits ordinary shade holders. Regular 75c. Today, 49c.
2-way Plugs, today, 49c.

Linens and Staples

White Turkish Bath Towels, also hemmed huckaback bedroom towels. Today, per pair, 49c.
Cotton Crash Bordered Towelling, 17 inches wide. Regularly 12 1/2c. Today, 5 yards for 49c.
Old Bleach Linen Huckaback Towelling, 18 inches wide. Today, per yard, 49c.
Plain Bleached Sheeting, 70 inches wide. On sale today, per yard, 49c.
Semi-bleached Table Damask, 68 in. wide. Today, per yard, 49c.
Damask Tray Cloths, size 18 x 27 in.; hem-stitched. Today, each, 49c.
New Shirtings, in cambric and crepe; pretty stripe effects; 32 and 36 inches wide. Today, per yard, 49c.
Cream Flannel, 30 inches wide. Clearing today, per yard, 49c.

Art Needlework

Hemstitched Japanese Table Covers, in the popular delft blue and white tones; fast colors. Sizes 18 x 34 inches and 30 x 30 inches. Today, each, 49c.
"American Maid" White Crochet Thread, mercerized, Nos. 20 to 60; in ecru, No. 40. Today, 5 balls for 49c.
Natural Linen Crash Cushion Silps, embroidered in colored silk; finished with fringe. Today, each, 49c.

Chinaware

500 pieces Guernsey Cookingware, consisting of covered casseroles, handled stew pots, oil bottles, tea and rice jars, cocoa and bean jars. Regularly 75c to \$1.75. On sale at 8.30 a.m. Today, each, 49c.
Cups and Saucers of thin white English ware (seconds). Today, 6 cups and saucers, for 49c.
Japanese China Sugar and Cream Sets in very dainty new decorations. Fine quality Royal Nippon china. Today, per pair, 49c.
Meat Platters of fine quality English ware, 14 and 16-in. sizes. Regular \$1.50, \$2.00, \$2.50. Today to clear, each, 49c.

Women's Neckwear

83 only, Tuxedo Satin Collars, 49c.
Square Back Filet Lace Trimmed Collars, 49c.
12 dozen Orandy Vestees, each, 49c.
15 Patterns in Newest Styles, plain and Figured Mesh Vellings, 1 1/4 yards for 49c.

Handkerchiefs

Women's English Lawn Handkerchiefs, 12 for 49c.
Women's Pure Irish Linen Handkerchiefs, 3 for 49c.
Men's English Lawn Handkerchiefs, 3 for 49c.
Boys' Lawn Handkerchiefs with colored border, 3 for 49c.
Girls' Colored Border Lawn Handkerchiefs, 12 for 49c.
Men's or Boys' Fancy Colored Border Handkerchiefs, 8 for 49c.
Khaki Handkerchiefs of lovely soft quality, 4 for 49c.
27-inch Baby Flouncings, special at 49c.
3000 yards, 17-inch Camisole Embroidery, Extraordinary value, three yards for 49c.

Silverware

Stirling Silver Odds and Ends, consisting of lettuce forks, sardine forks, salt spoons, pushers for the baby, jelly spoons, pickle forks, etc. Regular \$1.00 to \$3.00. Today, each, 49c.
Set of Six Silver-plated Tea Spoons, full size, bright finish. Regular \$2.00 today. Today, set of six, 49c.
Rogers' Silver-plated Pickle Forks. Regular \$1.00. Today, each, 49c.
Rogers' Silver-plated Cold Meat Forks. Regular \$1.00. Today, each, 49c.
Rogers' Silver-plated Cream Ladies. Regular 85c. Today, each, 49c.
Genuine Cut Glass Marmalade or Honey Jars and Mustard Pots with silver-plated covers. Regular 75c. Today, each, 49c.

Infants' and Children's Wear

Infants' Pure Wool Bands that button on shoulders and are shaped to tab at bottom. Sizes 3, 6 and 9 months. Regular 85c. Today, 49c.
Children's Nainsook Skirts with attached waist of same material. Deep pin tucked hem on skirt. Sizes 6 months to 6 years. Regular 65c. Today, 49c.
Infants' Short Dresses, made of fine white voiles and lawns, all daintily finished and trimmed. Sizes 6 months to 2 years. Regular 65c to 85c. Today, 49c.

Boys' Caps

Smart little four and eight-piece top shapes in a big range of light and dark shades of brown and grey tweeds. Special value today at 49c.

Women's Gloves

Women's Silk Gloves, black and white, manufacturers' seconds of an 85c quality. Have dot-tipped fingers. On sale today at 49c.
Women's Black-Glace Lamb Gloves—Usual \$1.25 value. Sizes 5 1/2 to 8 1/2. Very special value today at 49c.

Wash Goods

Georgette Crepes in silk and Cotton, 36 inches wide; pink, mauve, black, white, sky, Copen, navy, Nile, maize, old rose, reseda, etc. Regularly 85c. Today, per yard, 49c.
Printed Tussahs for Summer Dresses, foulard spots on Copen, navy and Palm Beach grounds; 36 inches wide. Regularly 75c. Today, per yard, 49c.
Shadow Stripe White Voiles, Oblong and Stripe Voiles, 40 inches wide. Pique Corduroys and Fancy Fine Cords, 36 inches wide. Regularly 75c. Today, yard, 49c.
Sport Skirtings, in poplin and Palm Beach weaves, stripe, check and fancy designs; 36 inches wide. Regularly 35c and 50c. Today, 2 yards for 49c.
Plain Navy Beach Suitings, a two-ply (tried yarn and fast color); 36 inches wide. Regularly 75c. Today, yard, 49c.
American Percale Prints, in light and dark grounds; 36 inches wide. Today, 2 yards for 49c.



The **SIMPSON** Company
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