

Telephone Main 7841

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

Market Adelaide 6100

# Simpson's---One Price Sale of Merchandise Today---95c

Silks, Dress Fabrics, Wash Goods, Hand Bags, Shoes, Untrimmed Shapes, Staples, Children's Wear, Ribbons, Men's Shirts and Hats, Women's Whitewear, Waists, Stockings, Silverware, Beads, Household Hardware, Cutlery, Paints and Draperies, Included in This Great Event, Reg. \$1.25 to \$2.50 and Higher---One Price, 95c

**Silks 95c Yard**  
Natural Silk Pongees and Shantung, 95c Yard  
Fine qualities, free from dressing. Regularly \$1.25. Today, yard, 95c.

**Ivory and Colored Habutai Silks, 95c Yard**  
Regularly \$1.10 and \$1.25. Today, yard, 95c.

**Cord Velvets and Velveteens, 95c Yard**  
All \$1.25 Cord Velvets and Velveteens. Today, per yard, 95c.  
Simpson's---Second Floor.

**Fancy Plaid Skirtings, 95c Yard**  
Included are many novelty combinations, check effects and popular clan tartans, for sports skirts, etc. 36 to 42 inches wide. Regularly \$1.25. Today, yard, 95c.

**All-Wool Serges, 95c Yard**  
A special purchase of all-wool serges, suitable for misses' and children's dresses, women's skirts, etc. Navys, Russian, taupe, Burgundy, wine, plum, etc. Regularly \$1.49. Today, yard, 95c.

**Brilliantine Lustres, 95c Yard**  
Guaranteed Bradford brilliantine, lustres for dresses, skirts and children's wear. Grey, navy, cream, brown and black. 40 to 42 inches wide. Regularly \$1.25. Today, yard, 95c.  
Simpson's---Second Floor.

**Black Farmers' Satin Lining 95c Yard**  
54 inches wide---guaranteed fast deep black, in the rich satin finish, also twilled. Suitable for linings, undershirts, etc. \$1.25 and \$1.50 values. Today, yard, 95c.  
Simpson's---Second Floor.

**Wash Goods 95c**  
**Four Yards Linene for 95c.**  
Plain pink only. 35 inches wide. Less than half price. Today, 4 yards for 95c.

**Four Yards White Krinkle Crepes for 95c**  
30 inches wide. "Seconds." Slightly damaged. Less than half price. Today, 4 yards for 95c.

**Four Yards Flowered Voiles for 95c**  
Pretty designs, in white and tinted grounds, for waists and dresses. 28 inches wide. Today, 4 yards for 95c.

**Skirt Lengths for 95c**  
2 1/2 yards Gabardine Suitings---white grounds, with cluster stripes of black, green, pink and blue. 36 inches wide. Regularly 75c. Today, 2 1/2 yards, 95c.

**Four Yards Apron Gingham for 95c**  
40 inches wide. Bordered or unbordered, as you please. Blue checks. Regularly 35c. Today, 4 yards, 95c.

**Two Yards Fancy Voiles for 95c**  
Stripe and check designs for waists and dresses. 36 inches wide. Regularly 75c. Today, 2 yards, 95c.  
Simpson's---Second Floor.

**Women's White Canvas Low Shoes 95c**  
Slightly soiled, but nothing to affect the wear, and will clean easily. 300 pairs to be cleared away in an 8.30 rush sale. \$2.50 and \$3.00 grades. Including colonials, pumps, and Mary Jane slippers. Wide and narrow toes---high and low heels. Sizes 2 1/2 to 5 1/2. Today, 95c.

**Children's Boots, 95c.**  
300 pairs Black Kid Buttoned Boots---Patent toe caps, turn sole and spring heels. Sizes 3 to 7 1/2. Regularly \$1.39. Today, 95c.  
Simpson's---Second Floor.

**Women's \$1.50 Waistcoats at 95c**  
Waistcoats, of gabardine, in all white or white with black pin stripe; roll collar, trimmed with three pearl buttons. Today, each, 95c.

**Children's Collar and Cuff Sets, 95c**  
Of fine goupure lace. Round and square shapes. Today, set, 95c.

**\$1.25 Embroideries at 95c Yard**  
300 yards only, in Swiss flouncing, 27 inches wide. Dainty openwork patterns. \$1.25 quality. Today, yard, 95c.

**Women's Handkerchiefs, 7 for 95c**  
Pure linen, narrow hemstitched hems. Special, today, 7 for 95c.

**Men's Mercerized Khaki Handkerchiefs, 6 for 95c**  
Full size, hemstitched hems. Regularly 20c each. Today, 6 for 95c.  
Simpson's---Main Floor.

**Hand Bags 95c**  
Regularly \$2.00  
85 only, Genuine Pin Seal Hand Bags, with silk-covered frame, lined with striped silk. Change purse, and vanity mirror. Regular \$2.00. Today, 95c.

**Silver-Finished Card and Vanity Cases, 95c.**  
Regularly \$2.00 and \$2.25.  
Embossed floral design, dull and bright finishes. Leather purse---spaces for three sizes of coins. Vanity mirror, powder and memo pad. Today 95c.  
Simpson's---Main Floor.

**Towels 3 Pairs 95c.**  
Hemmed Huck Bedroom Towels, with narrow stripe red borders. Today, 3 pairs 95c.

Roller Towelling, 5 yards 95c---17 1/2 inches wide. Today, 5 yards for 95c.

**Table Damask Lengths, 95c**  
Cut into lengths. Size 54 x 54 inches. Special today, each length, 95c.

Plain Bleached Sheeting, linen finished, full 2 1/2 yards wide. Regular \$1.35 yard. Today, yard, 95c.  
Simpson's---Fourth Floor.

**Untrimmed Hats, 95c**  
Regularly up to \$2.50.  
400 new shapes of hemp, milan hemp, Jap. braids, etc. Variety of colors and styles. Exceptional value, today, at 95c.  
Simpson's---Second Floor.

**Stamped Towels, 95c Pair**  
"Old Bleach" Irish Linen Guest Towels, stamped in dainty designs. Size 18 x 27 inches. Special, today, pair, 95c.

**Stamped Nightgowns, 95c**  
Of fine quality nainsook, in round, square or V-shaped neck. Full size. Special, today, each, 95c.

**"American Maid" Mercerized Crochet Cotton, 10 Balls for 95c**  
In white only. Sizes 10 to 80. Special, today, 10 balls for 95c.  
Simpson's---Fourth Floor.

**Toilet Goods 95c**  
Bath Sprays, regular \$2.00, special, 95c.  
Castile Soap Vinolia, 1 1/2 lbs., regular 35c, special, 3 for 95c.  
Green Olive Oil Castile, regular 35c, special, 3 for 95c.  
Castile Soap, 10c cakes, special, 12 for 95c.  
Lifebuoy Soap, antiseptic, today, 15 for 95c.  
Pears' Unscented Soap, regular 20c, special, 6 for 95c.  
Grained Ivory Trunket Box, \$1.50, special, 95c.  
Regal Bath Brush (12 only), regular \$3.00, special, 95c.  
Triumph Perfume, regular \$2.08, special, 95c.  
Toilet Waters (assorted to \$1.58), special, 95c.  
Fountain Syringe, regular \$1.50, special, 95c.  
Shaving Stick \$1.00; Shaving Brush \$1.00; Hair Tonic, \$1.00; Hair Tonic, 50c; together, 95c.  
Vacuum Bottles, pint size, special, 95c.  
Tourist Cases and Rolls, regular \$3.00, special, 95c.  
Regal Bath Soap, 25c size, special, 6 for 95c.  
Ebony-Finish Hand Mirrors, \$1.25; special, 95c.  
War Tax Included.  
Simpson's---Main Floor.



## Draperies, Hardware, Paints 95c

**Insertion Trimmed Window Shades, 95c**  
Cream only, standard size, 37 inches wide, 70 inches long, with reliable rollers and brackets. Today, special, each, 95c.

**Chintzes and Shadow Cloths, 95c Yard**  
30 to 36 inches wide. Splendid patterns and color combinations for overcurtains, slip covers, cushions, bags, etc. Values to \$1.50. Today, special, yard, 95c.  
Simpson's---Fourth Floor.

**Quart of Simpson Paint and Brush for 95c**  
R. S. Co. High-Grade Paint, ready mixed for inside or outside use. Complete range of colors. White, ivory, cream, light buff, medium buff, drab, pearl grey, medium grey, slate, sky blue, medium blue, golden tan, brown, antique brown, maroon, medium red, pea green, willow green, dark green. Quart and black bristle brush 1 1/2 inches wide. Complete, today, 95c.

**Duplex Floor Stain Outfit, 95c---Complete Outfit**  
1 Quart Duplex Ground Colors---Flat buff color for first coat.  
1 Quart Duplex Varnish Stain---Choice of light or dark oak.  
1 Rubber-Set Brush---2 inches wide. For applying varnish stain.

**Complete Outfit for today, 95c.**  
Simpson's---Sixth Floor.

**10 Rolls Wall Papers for 95c**  
Enough paper for walls of average-sized room. Regularly 15c to 25c single roll. Your choice of new conventional designs, in tapestry effects, for sitting and dining-rooms, also floral and stripe patterns, in pretty colorings for bedrooms.  
Simpson's---Sixth Floor.

## Basement 95c Items Hardware, Cutlery

Regularly \$1.00, \$1.25 and \$1.50.  
(Phone Orders Filled---Main 7841)

Corn Brooms, a really excellent make, five-string, selected corn. Regular \$1.35. Today, 95c.

Brush Floor Brooms, 12 inches wide, long handle, for use on hardwood floors, oilcloth, etc. Today, 95c.

Galvanized Garbage Cans, bail handle, slip-over cover. \$1.25 value. Today, 95c.

Baby Baths, good grade grey enamel, 22-inch diameter. \$1.50 value. Today, 95c.

White Enamel Dish Pans, oval shape, fits in kitchen sinks. \$1.50 value. Today, 95c.

Clothes Baskets, hardwood splint, oblong shape, end handles, medium size. \$1.35 value. Today, 95c.

Aluminum Fry Pans, 10-inch diameter. \$1.35 value. Today, 95c.

Wear-Ever Aluminum Saucepans, 2-quart size. \$1.25 value. Today, 95c.

Hair Clippers, for the home barber. A good reliable make. \$1.35 value. Today, 95c.  
Simpson's---Basement.

## Infants' and Children's Wear 95c

**Children's Wash Dresses, 95c.**  
Regularly \$1.50 and \$1.65.  
Woven checked gingham in pink or blue and white checks. Also blue and white striped print. French or Russian belted styles in the lot. Sizes 2 to 6 years in the lot.

**Infants' Dress Yokes 95c**---Of fine sheer lawn. Swiss embroidered. Sleeves attached of same material. Tiny lace edge. Today, 95c.

**Infants' White Wool Jackets, 95c**  
Regularly \$1.50. Sweater coat style, with sleeves. Fastening in front with three silk ribbon ties.

**Girls' Nightgowns, 95c.**  
Regularly \$1.50. White cotton, with Mother Hubbard yoke trimmed with tucks and insertions of embroidery. "V" neck, long sleeves, edged with hemstitched frill of goods. Sizes 12 and 14 years. Today, 95c.

**White Pique Hats, 95c.**  
With button-on six-piece crown, fastening with dainty covered buttons. Shady turndown brim shortened at back and edged with fine lace. Sizes 19 to 22. Today, 95c.  
Simpson's---Third Floor.

**Ribbons 95c Yard**  
Regularly \$1.25 and \$1.50  
7 and 8-inch Fancy Ribbons. Light and dark Dresden and embroidered taffetas. Suitable for vests, bags and girdles. Today, yard, 95c.  
Simpson's---Main Floor.

**Whitewear 95c**  
**Women's \$1.50 Nightgowns at 95c**  
Soft white cotton, slip-over style. V-shaped neck, lace trimmed, short kimono sleeves, edged with lace. Sizes 56, 58, 60. Today, 95c.

Women's Drawers, made of soft fine white cotton, wide umbrella style. All sizes. Both styles. Today, 2 for 95c.

Corset Covers, 2 for 95c  
---Pretty yokes formed of Swiss embroidery and lace, and finished at bottom with fitted peplum. Today, 2 for 95c.

Bungalow Aprons, made of strong print, in neat stripe or dot effects. Short sleeves or sleeveless. Today, 95c.

Women's Summer Vests, 2 for 95c---Of fine light-weight ribbed cotton, with low neck and no sleeves. Today, 2 for 95c.

Women's Combinations, 95c---Spring weight combinations of fine ribbed cotton. Low neck. No sleeves. Sizes 36 to 44. Today, 95c.  
Simpson's---Third Floor.

**Waists 95c**  
Regularly \$2.25, \$2.50 and \$2.95  
Of Dark Striped Crepes, White Jap. Silks and Natural Shantung Silks.  
Closing out odds and samples at a greatly reduced price. White, natural colors and many dark stripes in the lot. Sizes 34 to 42 to be found. Today, 95c.  
No Phone or C.O.D. Orders.

**Lingerie Waists, 95c**  
White and Colored---Usually \$1.48, \$1.75, \$1.95 and \$2.25.  
A mixed lot, but they are all new styles. White and white with colored effects. Also striped prints made up in natty shirt styles. Sizes 34 to 44 in the lot. Today, 95c.  
No phone or C.O.D. orders.  
Simpson's---Third Floor.

**Novelty Beads, 95c**  
Reds, corals, blues, and other popular colors on sale today, 95c.

**Earrings, 95c**  
Big variety of stud and drop styles, in pearl, black, and colors. Regularly \$1.50 to \$2.30. Today, 95c.  
10k Gold Neck Chains, regular \$1.25, 95c.  
Imitation Onyx Rings, set with brilliant, 95c.  
Expansion Bracelets, Regularly \$1.50, 95c.  
Brilliant Set Bar Pins, plain or fancy, 95c.  
Sterling Bangle Bracelets, regular \$1.50, 95c.  
Simpson's---Main Floor.

**House Dresses 95c**  
Blue and white and black and white striped percale. One design has big square collar of plain material, the other has rounded collar. Sizes 34 to 44 bust only. Today, each, 95c.  
No Phone or C.O.D. Orders for these dresses.

**Black and Colored Petticoats, 95c**  
Regularly \$1.48 to \$1.95.  
Sateens, Cotton Taffetas and Burton Taffetas in black and all the wanted colors. Many different tailored styles. Sizes 34 to 40. Clearing today, 95c.  
No Phone or C.O.D. Orders for these petticoats.  
Simpson's---Third Floor.

## Men's Underwear, Shirts, Hats, 95c

**Men's Balbriggan Underwear, 95c**  
Natural shade, two-thread spun yarns. Shirts have long sleeves; drawers are ankle length. Sizes 36, 38, 40 only. Today, suit, 95c.

**Men's Merino Underwear, 95c**  
Regularly \$1.50  
Natural shade---Tru-Knit Brand. Fine wool and cotton mixtures. Shirts and drawers to match. Sizes 32 to 44. Today, garment, 95c.

**Youths' Negligee Shirts, 95c**  
Regularly \$1.25  
Plain and fancy hairline and cluster stripes of black, brown, blue, helio, on light grounds. Separate collar to match. Coat style. Sizes 12 to 14. Today, 95c.

**Men's Work Shirts, 95c**  
Regularly \$1.25 and \$1.50  
Collar attached. Black sateen and Oxford materials. Bodies cut full and roomy. Double sewn seams. Sizes 14 to 17. Today, 95c.

**Men's \$1.25 Negligee Shirts, 95c**  
Plain and fancy hairline and cluster stripes of black, blue, helio, tan. Double soft cuffs. Coat style. Sizes 14 to 17. Today, 95c.

**Men's Suspenders, 2 Pairs 95c.**  
Cross back style---Bull Terrier Brand. Kid fasteners. Regular 75c. Today, 2 pairs 95c.  
Simpson's---Main Floor.

**Men's Soft Felt Hats, 95c**  
Regularly \$1.50 to \$2.50  
Fedora and Telescope Crown Soft Felt Hats, in shades of grey, green, brown, navy and black. No phone or C.O.D. orders accepted. Today, 95c.

**Boys' \$1.50 Tweed Hats at 95c.**  
Fedora and Buster Brown Tweed Hats, in light and dark shades of tweeds. Today, 95c.

**\$1.50 Caps at 95c---For Men and Boys**  
One, Four and Eight-piece Top Shaped Caps, in plain shades and fancy designs. Today, 95c.  
Simpson's---Main Floor.

## Rogers' Silver-Plated Ware, 95c

**Six Teaspoons for 95c**  
Set of six Rogers' Silver-Plated Tea Spoons, in fancy lined case. Regular \$1.50 set. Today, 95c.

**Pie Servers, 95c**  
Rogers' silver-plated, in a pretty floral pattern. Regular \$1.75 each. Today, 95c.

**Flower Vases, 95c**  
Some with silver-plated stand, pierced design; others with silver-plated rim. Regular \$1.50 each. Today, 95c.

**Cut Glass Jars, 95c**  
Marmalade or Honey Jars, with silver-plated cover and serving spoon. Regular \$1.50 each. Today, 95c.

**Sterling Silver Deposit Butter Tubs, 95c**  
With scroll design of sterling silver deposited on each piece. Regular \$1.50. Today, 95c.

**Salt and Pepper Shakers, 95c**  
White china, with a scroll decoration of sterling silver deposited around the side. Regular \$1.50 pair. Today, 95c.  
Simpson's---Main Floor.

## Hosiery and Gloves 95c

**Girls' Stockings, 3 Pairs 95c.**  
Cotton Stockings, elastic ribbed, seamless. Black, sizes 8 to 10; brown, 9 to 10; white, 6 1/2 to 8 1/2. Regularly 39c. Today, 3 pairs 95c.

**Women's Silk Hose, 95c.**  
Lisle thread top. Black, white, brown, grey, champagne, silver, sand, palm beach. Seamless. Sizes 8 1/2 to 10. Special today, 95c.

**Women's Shot Silk and Cashmere Hose, 2 Pairs 95c.**  
Black with white, black with red, black with blue. English made---seamless. Sizes 8 1/2 to 10. Regularly 75c. Today, 2 pairs 95c.

**Men's Socks, 2 Pairs 95c.**  
Fancy colored lisle thread with contrasting heels and circular patterns. Seamless, with spliced back, toe and sole. Sizes 9 1/2 to 11. Special today, 2 pairs for 95c.  
Simpson's---Main Floor.

## Women's Pure Silk Shawls, 95c

Regular \$1.50 and \$2.25  
Woven in lovely shell design of pure silk. Sizes 30 and 44 inches square. Black and cream.  
Sweater Coat Department---Third Floor.

**Girls' \$1.25 Gloves at 95c.**  
Washable Gloves in cap leather. Grey, white, mastic, also chamols leather in white and natural. Sizes 0 to 7. Regularly \$1.25. Today, 95c.

**Women's \$1.25 Silk Gloves at 95c.**  
Pure Thread Silk Gloves---Kaysers brand. Colors black, white, grey, tan, mastic. Sizes 5 1/2 to 7 1/2. Today, pair, 95c.  
Simpson's---Main Floor.

The Robert SIMPSON Company Limited