

Simpson's One-Price Sale Today

Less Than a Dollar For Any Item on Page

You have heard a lot lately about the "poor old dollar" being able to buy less and less of life's necessities. So just for today we are going to reverse the story, and take this page to show you how a little less than a dollar can buy what a dollar used to buy before the war, and in many cases much more—and then some!

Nearly every department in the store has squeezed some unusual attraction into this remarkable Ninety-Five Cent Sale. Arrange to shop early.

95



95c

Women's Hosiery

Women's Silk Boot Hose, in black or white, deep garter top. Regularly \$1.10. Today, per pair, 95c.
Boys' and Girls' Union Cashmere Hose, two-and-one ribbed. Regularly 35c. Today, 2 pairs for 95c.

Women's Black Lisle Thread Hose, seconds of a "Penman" 50c quality; black only. Today, 2 pairs for 95c.

Women's Silk Gloves, with double-tipped fingers, black and white. Regularly \$1.25. Today, per pair, 95c.

Women's White Washable Chamollette Gloves. Regularly \$1.10. On sale today, per pair, 95c.

Women's French Kid Gloves, black, sizes 5 1/2 and 6; white, 5 1/2 to 7. Regularly \$1.25. Today, per pair, 95c.

Women's Wash Skirts

They are made of cordelina and repp in half a dozen smart styles, some buttoned down front, others with large pockets and button trimming. Included in the lot are a few outsize skirts. Regularly \$1.25 and \$1.50. Today, 95c.

Neckwear

Gipsy or Cowboy Collar, of rose, maize or Joffre blue satin; very smart for frock or blouse. They form a tie in front by fastening in bowknot. Special value, 95c.
Women's Chiffons, black and white combinations and several other very pretty combined shades. Regularly \$1.75. On sale in Lace Department today, per yard, 95c.

Silverware

Fruit or Berry Spoons, in Rogers' A1 quality silver-plate, pretty patterns, in fancy lined box. Regularly \$1.75. Today, each, 95c.
Three-piece Table Set, including one butter knife, one sugar shell and one pickle fork. Rogers' silver-plate; in fancy lined box. Regularly \$2.25. Extra value, today, per set, 95c.

Soup or Oyster Ladles, in Rogers' silver-plate, fancy patterns. Regularly \$2.50. Special value, today, set, 95c.

Set of Six Silver-plated Tea Spoons, full size and fancy patterns; fancy lined case. Regularly \$1.50. Today, 95c.

Watches at 95c
Men's and Boys' Watches, in the popular 16 size, stem wind, stem set and open face, fitted in nickel case. Every watch fully guaranteed. Regularly \$1.50. 100 to clear today at 95c.

Jewelry

NOVELTY EARRINGS, 95c.
A wonderful array of the most popular designs in novelty earrings, comprising Oriental pearl studs, pearl, sapphire, emerald, amethyst and black drops, twin jade and gold ball drops, seed pearl, and many other styles. Regularly \$1.50 to \$2.00. A rare bargain. Today, each, 95c.

BIRTHSTONE RINGS, 95c.
Solid 10k Gold Rings, with the birthstone for any month, in strong claw settings. Regularly \$1.50. Today, 95c.

BROOCHES, 95c.
A big assortment of 10k Gold Brooches, some pearl set, in wishbone, fleur de lis, clover leaf, crescent and star designs; others with colored stones. Regularly \$1.50 to \$2.00. On sale today at 95c.

Remarkable Waist Bargains

150 Assorted Silk Waists, in light and dark colorings, and all in new and popular styles; oddments and samples which have sold at \$1.95 and \$2.95; all sizes to 42 bust, and at least 20 styles. Rush clearance price today, each, 95c.

A beautiful collection of White Linen-gerie Waists, in a choice of seven pretty designs; materials are fine sheen voiles and organdies; daintily finished; sizes 34 to 44. Regularly \$1.50 to \$2.50. Strikingly reduced for today to 95c.

Flannel and Serge Middles at 95c.
These warm, comfortable garments are equally suitable for present wear or for summer camping; colors navy and dark red. Sizes 34 to 42. No phone orders. Regularly \$1.99 to \$2.85. 55 to clear today at 95c.

4000 Yards Black Dress Goods at 95c Yard

Black Brilliantine Lustre, in plain and shadow stripes, and Velour Cashmores, 40 to 43 inches wide. Specially priced, today, per yard, 95c.

British Tweeds, in smart Springs, mixtures and small check or stripe effects; for suits and Spring coats; 40 to 42 inches wide. Sale price, today, per yard, 95c.

Novelty Checks, for skirts, in new color combinations, large plaids and novelty over-check effects. Today, per yard, 95c.
Shepherd Check Suiting, in small, medium and large checks, 42 to 52 in. wide. Regularly \$1.25. On sale today, per yard, 95c.

Wash Goods

Skirt Lengths of Heavy White Pique, in a wide cord; 36 inches wide. Regularly 39c. Today, 3 3/4 yards for 95c.
Silk Chiffons of exquisite texture, in all the wanted shades. Less than half price today, at 4 yards for 95c.
Sport Skirt Lengths of Palm Beach and poplin weaves, in smart stripes and checks; 36 in. wide. Special value today at 3 3/4 yards for 95c.
A waist length of fine white voile, 40 inches wide. Suitable for waists and dresses. Regularly 39c. Today, 4 yards for 95c.

Waist Lengths of Voile, in stripe and flowered designs; either printed or woven fabrics. Wonderful value today at 2 3/4 yards for 95c.
Fine White and Colored Poplins, in shades of cream, sky, navy, mauve and white; 27 in. wide. Specially priced for today at 4 yards for 95c.
Plain Nurse Cloth, in shades of sky, Copen, navy and grey; 27 inches wide. Regularly 39c. Today, 5 yards for 95c.

Silk Bargains Extraordinary

Natural Shantung and Pongees, in fine weaves. Regularly \$1.18 and \$1.25. Today, per yard, 95c.
Tulle Crapes, Crepe Chinette and Spot Crepe de Chine, Regularly \$1.25 and \$1.38. Extra value today, per yard, 95c.
Heavy Habutai Silks, 36 inches wide. Regularly \$1.25. Today, per yard, 95c.
Gorduroy Velvets, in ivory and colors, 27 to 32 inches

wide. Regularly \$1.25 and \$1.50. Today's sale price, per yard, 95c.
Colored Giffon Velveteens, 22 to 24 inches wide, including black. Regularly \$1.25. Exceptional value today, per yard, 95c.
Printed Shantungs, natural grounds, with dainty flower, spot and figured designs. Regularly \$1.25; Today, per yard, 95c.

95c Shoes



Big 8.30 Sale of Women's Low Shoes, 95c

A factory clearance of last season's odd lines, which accounts for the immense cut in prices. The lot consists of 1,100 pairs Women's Low Shoes, in pump, colonial and Oxford styles, in tan calf, gunmetal, patent leather, velvet and satin. Here is a wonderful chance to get shoes for every day or house wear. The size range is good, 2 1/2 to 7. Regularly \$3.00 and \$3.50. On sale today, per pair, 95c.

Drugs and Toilet Goods

15c Aluminum Combs. Special, dozen, 95c.
20c lb. Powdered Borax. Special, 6 lbs., 95c.
26c bottle Parrish's Chemical Food. Special, 6 for 95c.
\$1.25 Bath Brush. Special, 95c.
47c package Orlax Com. Special, 3 for 95c.
\$1.25 Fountain Syringe. Special, 95c.
War Tax Included.

\$1.50 Dresser Scarfs Clearing 95c

Very dainty lace design, with the baskets inset and two rows of lace in centre. Size 18 x 54 inches. Regularly \$1.50. Today, 95c.
Cream Turkish Bath Towels of heavy quality. Clearing, today at 3 pairs for 95c.
Damaek Table Cloths of servicable quality; size 55 x 72 inches; hemmed. Price, \$1.25. Damaek Table Napkins, size 20 x 20 inches; hemmed. Today, 6 for 95c.

Bordered Crash Towelling, 17 inches wide. On sale today at 10 yards for 95c.
Checked Glass Towelling, 23 inches wide. Sale price, today, 7 yards for 95c.
Hemstitched Pillow Cases, sizes 12 x 33 inches and 45 x 33 inches. Today, per pair, 95c.
Cream All-wool Baby Flannel, 31 inches wide. Today, per yard, 95c.

500 Pairs of Lace Curtains at 95c a Pair

Light in weight, it has a madras effect, enhanced by a rich silk finish and shown in soft tones of green, rose, vieux rose, brown and blue; 50 inches wide. Today, special at, yard, 95c.
NEW COMBINATION WINDOW SHADES, EACH, 95c.
500 for today's selling, fine quality Window Shades of heavy oil finished opaque cloth, showing dark green inside and white or cream on the street, each is mounted on a genuine Hartshorn spring roller, complete with all necessary attachments. Today, special at 95c.

Six Wonderful Bargains in Rug Dept.

Tapestry Stair Carpets, 95c Yard—Heavy quality carpet, suitable for rooms or staircases. Oriental patterns or conventional effects; 27 and 32 in. widths. Regular values, per yard, \$1.15. Special today, per yard, 95c.
Black Mohair Mats, 95c—A few fine quality Black Mohair Mats, suitable for hall or door use. Regularly \$1.65. Today, 95c.
Cork Bath Mats, 95c—Suitable for kitchen or bathroom use; green or red lined border; size 36 x 20 inches. Special value, today, each, 95c.
Skeleton Rope Mats, 95c—For door use, strongly woven and well bound. Size 14 x 24 inches! Today, each, 95c.
Linooleum, 95c Square Yard—New designs and colors in an extra thick grade printed linooleum, made in a wide width that will cover your room without a seam; tile and block pattern. Per square yard, 95c.
Genuine Scotch made cork linooleum; good, block and the patterns, soft pliable and good-wearing qualities. Per square yard, 95c.

Basement Hardware--Enamelware

17c and \$1.50 Values, Today, 95c.
Serving Trays, mahogany finished frames, size 11 x 14; glass top, fancy centre. Today, 95c.
Crumb Tray and Scraper, nickel-plated. Today, 95c.
Bread or Cake Baskets, Sandwich Trays, Butter Dishes, nickel-plated. Today, 95c.
Aluminum Fry Pans, 9 1/2-inch diameter. Today, 95c.
Bath Stool, white enamel finish, four rubber-tipped legs; a great convenience in the bathroom. Today, 95c.
Kitchen Outing Set—Consisting of bread knife, butcher or steak knife, fish knife and paring knife, good French steel blades, well made. Today, set, 95c.
Enamel Preserving Kettles, 20-quart size, seconds, some blue and white, some grey enamel. Today, 95c.
Tea and Coffee Boilers, grey enamel, 8-quart size, suitable for restaurants and institutions. Today, 95c.
Enamel Baby Baths, 22 in. diameter, good grade grey enamel. Today, 95c.
Oral Dish Pans, pure white enamel, 9-quart size, convenient shape and size for kitchen sinks. Today, 95c.
Step Ladders, 6-ft. size, strong and well made ladder. Today, 95c.
Garbage Cans, galvanized iron, bail handle, with cover. Today, 95c.
Enamel Water Pails, blue and white, seamless, 10-qt. size. Today, 95c.
Nickel-plated Brass Towel Bars, size 3/4 x 18 inches. Today, 95c.

Wall Papers

Well Covered Floral and Conventional Patterns.
10 Rolls Wall Paper, 16 yards border and 6 rolls ceiling. Regularly \$1.50 and \$1.80. Room lot complete, today, for 95c.
10 Rolls of Wall Paper for 95c—Tapestries, chintzes and plain effects, in a good assortment of new color tones. Regularly 20c to 95c per roll. Today, 10 rolls for 95c.
2 Quarts Simpson's Varnish Stain for 95c—Light oak and dark oak; varnishes and stains floors on one operation.
1 Quart R.S. Co. Prepared Paint, and Brush, for 95c—High-grade paint for inside or outside use, large range of colors, including white. One quart and special brush; complete, today, for 95c.

Exceptionally Strong Are the Bargains in Whitewear, etc.

Women's Corsets, made of good quality white cotton, in two styles; one has medium bust, long slips and reinforced tearproof front; the other has low bust with elastic inserts in top; sizes 19 to 26. Regularly \$1.50 and \$1.75. Today, 95c.
Women's Brassieres, made of heavy linen lace and Swiss embroidered nainsook, with good wearing lace yokes; the arms are double dyed. Regularly \$1.50 and \$1.75. Today, 95c.
Women's Camisoles, made from mull, Jap silk and silk crepe de chine, with yokes of exquisite laces and fitted lace insertions; pink or white. Regularly \$1.35, \$1.50 and \$1.75. Wonderful value, today, 95c.
Women's Cotton Nightgowns in numerous pretty slip-over styles, with yokes of wide Swiss embroidered organdie or French Val. lace and narrow Val. lace insertion. Regularly \$1.75. Today, 95c.
Women's Lisle Thread Combinations, low neck and sleeveless, with umbrella lace-trimmed or tight knee drawers. Regularly \$1.50. Clearing today, at 95c.
Women's Spring Weight Vests, made of fine lisle thread and mercerized cotton. Low neck, no and short sleeves. Regularly 75c. Today, 2 for 95c.

Toys--Basement

The Game of Ten Pins, Today, 95c—This is a very popular game. Set consists of ten natural finished striped wooden pins, 9 inches in length, and three wooden balls. Complete, in wooden box. Regularly \$1.25. Today, 95c.
Universal Coin Banks, for 5c, 10c and 25c coin. A very serviceable bank. Regularly \$1.75. Today, 95c.

Marvelous Bargains for Infants and Children

Children's White Flannellette Nightgowns, in two pretty high neck, button front styles. Sizes 2 to 16 years in the lot, 95c.
Children's Nainsook Under-skirts, with attached waists of same material; deep flounce of dainty embroidery and underlay. Sizes 4 to 10 years. Regularly \$1.35 and \$1.50. 95c.
Infants' Long White Nainsook Robes, hemstitched yoke, deep Swiss embroidery flounce and fine pin-tucks on skirt; length 30 inches. Reg. \$1.50. Today, 95c.
Infants' Hand-Crocheted Wool Jackets, in white, silk etched in white, pink or blue. Extraordinary value today at 95c.

Handkerchiefs

Women's Pure Irish Linen Handkerchiefs, very fine quality, with 1/4-inch hem. Splendid value. 7 1/2 day, 6 for 95c.
Men's All-linen Handkerchiefs, good size, fine in quality, 3/4-inch hem. Excellent value today, 3 for 95c.

Chinaware

Dull Brass Jardiniere, three-ball footed, 6-inch size. Today, each, 95c.
Sugar and Cream Sets, 95c—Hand-painted thin "Royal Nippon" china; several new and dainty decorations. Today, pair, 95c.
Guernsey Cooking Ware, 95c—Large covered casserole; brown, white-lined Guernsey cooking ware. Regularly \$1.50 to \$2.00. Today, 95c.

Women's \$2.25 to \$3.00 Fine Art Silk Hug-me-tights 95c

No Phone or Mail Orders.
Dainty Hug-Me-Tights, for spring wear, knit of high-grade art silk, in a variety of plain and combination weaves; wide choice of beautiful colors, both plain and combined; sizes 34 to 42 bust in the lot. Regularly \$2.25 to \$3.00. Today's price is less than cost of materials alone, at 95c.

\$1.50 to \$2.50 Hug-Me-Tights

No Phone or C.O.D. Orders.
Regular and odd lines that are slightly soiled, in striped gingham and percale frocks; several different styles, with high or low necks, long and short sleeves. Colors or blue, grey, pink, also light grounds with blue or red in stripe or polka dot; sizes 34 to 44 in the lot. Regularly \$1.50 to \$2.50. Excellent value today, 95c.

Regular \$1.50 Moire Petticoats

Durable, Light Weight Moire Petticoats, in a splendid variety of shades, such as navy, olive green, rose, grey, blue and black; flounce of knifecut, pleating and pin-tucking; lengths 34 to 40. Regularly \$1.50. On sale today at 95c.

Art Needlework

"P.K." Four-ply Fingering Wool, in white and grey. Enough for one pair of socks. Today, 95c.
Turkish Guest Towels, ends stamped for colored or white embroidery. Size 17 x 32 inches. On sale today at 4 for 95c.
Natural Linen Crash Scarfs, embroidered in colored silks; scalloped and hemstitched edges. Size 16 x 50. Good value today at 95c.

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SIMPSON'S Limited

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