

49 CENTS
WALL PAPERS

60c to \$2.50 Values, Single Roll 49c
New tapestries and plain textile weaves, 30 in. wide. Heavily embossed silk wall papers. Hand-blocked wall papers; some famous Shand-Kydd makes; others English and American manufacture. Extra large selection of up-to-date colorings for halls, living-rooms and dining-rooms. Regular 60c to \$2.50. Today, one-price sale, single roll, 49c.

PAINTS

One pint of R. S. Co. Ready-Mixed Paint and Brush for 49c—inside white, outside white, cream, drab, light buff, dark buff, brown, grey, red, pea green, dark green. One pint paint and brush, today, 49c.
Furniture Varnish, Quart, 49c—Clear varnish for furniture and woodwork.
Quart of Duplex Varnish Stain and Brush for 49c—Light oak, dark oak, stains and varnishes at one operation, dries hard and glossy. One quart of Duplex and brush, today, only, 49c.
Japenco Enamel, 1/2-Pint and Brush, 49c—High-grade white enamel for metal and woodwork, inside or outside use; 1/2-pint and brush, today, only, 49c.

HARDWARE

Grey Enamel Covered Convex Kettles, 8-qt. size; 90c value, today, 49c.
Grey Enamel Lipped Preserving Kettles, 14-qt. size; 95c value, today, 49c.
Straight Covered Enamel Saucepans, 8-qt. size; 85c value, today, 49c.
Straight Saucepans, without covers, very high-grade Swedish enamel, dark blue outside, pure white lining; 75c and 85c value, today, 49c.
Avon Pattern Tea Spoons, nickel silver, wears white throughout, a very pleasing pattern and an excellent spoon for wear; \$2.00 doz. value. Today, half dozen, 49c.
Scissors and Shears, straight and bent trimmers, ladies' work scissors, etc.; 60c and 65c value, for 49c.
Serving Trays, about 100 pieces in all, a miscellaneous lot of round tile trays; nickel trays in oval and oblong shapes; copper finished trays; 75c, \$1.00 and \$1.25 values, to clear, today, 49c.
The Kleeno Polish Mop, with a 7-oz. tin of Cedar Polish complete; 75c value, today, 49c.
Brush Floor Brooms, for general household use, complete with long handle; 69c value, today, 49c.
Force Cups, for removing stoppages from sinks, basins, etc.; 65c value, today, 49c.
"Modeline," as used by the children in schools for modelling animals, maps, houses, etc.; interesting and instructive; amuses children by the hour; 200 only, 65c boxes to sell today at, each, 49c.

CHINAWARE

Cups and Saucers, thin white English ware (seconds). Today, 6 for 49c.
Cut Glass Bonbon Dishes, good quality cut glass bonbon dishes, with two handles, 100 only, today at 49c.
Brass Ash Trays, glass lined, with match box attachment. Today, 49c.
Statuettes, bronze finished. "The Reading Girl," in three different poses. Today, 49c.

HANDBAGS

Silver-finished Mesh Bag, vanity size, with fancy engraved frame, ball clasp. Regular price \$1.00. Special, 49c.
24 only, Travelers' Samples of High-class Ladies' Novelty Belts, in suede and patent leather; various colors. Regular price \$2.25 to \$3.50. Special, 49c.
200 only, Strap Purses, made of good quality leatherette and vachette, bright patent leather finish, in black, navy, brown, tan, grey and red; all neatly lined. Special, 49c.

NOTIONS

Fancy La Casque Hair Combs, with rhinestone settings. Regular price 75c. Special, 49c.
La Senorita Fancy Hair Pins, with rhinestone settings. Regular price 75c pair. Special, pair, 49c.
Odd Lines of Coat and Suit Buttons, different sizes and colors. Regular prices 75c to \$1.25 dozen. Special, per dozen, 49c.
Four Balls of Coats' Mercer Crochet Cotton, in white and ecru; all sizes. Special, 49c.

Robert SIMPSON Limited

Simpson's One-Price Sale

Today's Prices Tumble Below the Half-Dollar Mark

JEWELRY

Pearl Stud Earrings, also Pearl, Black, Gilt and Colored Earrings, regular 75c to \$1.50. Today, per pair, 49c.

Sterling Silver Little Finger Rings, regular 75c and \$1.00. Today, 49c.

Imitation Platinum Bar Pins, set with brilliants, regular \$1.00. Today, 49c.

Children's Bracelets, stone set or signet tops, also plain bands, bright or dull finish, regular 75c to \$1.00, 49c.

10k Signet Tie Pins, regular 98c. Today, sale price, 49c.

Cuff Links for soft cuffs, regular 75c. Today, 49c.

Pendants on Chains, stone set, regular \$1.00. Today, 49c.

Cameo Brooches, gold-plated; pink, green or brown. Today, 49c.

CHILDREN'S, INFANTS' WEAR

Children's Coverall Wash Dresses, made of splendid quality chambrays and prints, in pretty shades of blue, tan, grey and clean stripes. Sizes 2 to 6 years. Today, 49c.

Children's Unshrinkable Vests, "Zenith" brand, made of fine ribbed white wool and cotton mixture. Sizes 6 months to 4 years. Regular 75c. Today, 49c.

Children's Cotton Underskirts, deep flounce of goods, ornamented with white, pink or blue scalloping. Sizes 2 to 8 years with attached waist. Regular 10 to 16 years with waist band. Regular 65c and 75c. Today, 49c.

Infants' Nainsook Robes with insertions of fine embroidery and dainty rows of pin tucking. Today, reduced to 49c.

Infants' Short Nainsook Skirts, with attached waists, trimmed with feather stitching. Sizes 6 months to 2 years. Reduced price, today, 49c.

STATIONERY

Playing Cards—Pack of best quality Playing Cards with gilt edge, in leather cases. Splendid for sending overseas. Regular 75c. Today, 49c.

Buy now before war tax on playing cards takes effect.

LININGS

Taffetine, in a wide range of colors and black, for underskirts and coat linings; 38 to 40 inches wide. Today, per yard, 49c.

Black Roman Saten, 36 inches wide, for dresses, waists, aprons, coat linings, etc. Today, per yard, 49c.

ART NEEDLEWORK

Stamped Towel Lengths of white terry. Size 18 x 32 inches. Today, 2 for 49c.

Day Slips, stamped in dainty designs; both ends open; size 42 x 36 inches. Special, today, each, 49c.

White Semi-ready Stamped Tub Dresses, sizes 1 to 6 years, percale and fine cords. Today, each, 49c.

Mercerized Crochet Cotton. Clearing today, 5 balls for 49c.

Read through this news of our great one-price sale. Realize that you get back the bigger half, and therefore, the better half of a dollar after each purchase. Also, that the offerings range up to two dollars and a half (see wonderful lace offering, \$2.50 a yard). You'll surely exclaim (with apologies to Marc Antony), What a tumble! All one price—simplifies the matter greatly in the telling and in the choosing, and by your hearty response in the past you've made this method popular. So here goes for today.
N.B.—In addition to one price offerings, our Clothing, Furnishing and some other departments have an exceptionally strong sales program.

Stop! Look! and Loosen!

That's the spirit of the day! Help the Y.M.C.A. by giving all you can to the

Y.M.C.A. Red Triangle Fund
\$2,250,000 May 7, 8, 9
Canada-Wide Appeal

The money goes to provide comfort huts for our fighting boys "over there."

Damask Table Napkins

Less Than Makers' Prices

Serviceable quality damask; size 18 x 18 inches; hemmed ready for use. Today 1/2 dozen for 49c.

Bleached Table Damask, 58 inches wide. Special today, yard, 49c.

English Circular Pillow Cotton, 42 and 44 inches wide. Clearing today, per yard, 49c.

Hemmed Ellow Cases, size 44 x 38 inches. A limited quantity to clear today, per pair, 49c.

White Turkish Towels, of soft absorbent quality. Special today, 2 pairs for 49c.

All-wool Cream Flannel, 27 inches wide. Special today, per yard, 49c.

Pretty Lace Trimmed Scarfs, size 18 x 58 inches. Special today, each, 49c.

White or Colored Table Oilcloth, 64 inches wide. Special today, per yard, 49c.

6,000 Bunches of Hat Flowers

At 3 for 49c

Regularly 25c, 40c, 50c and 65c Each

Hundreds of different styles and colors, but only a few of each style. Extraordinary value today at 3 for 49c.

400 Bonnets, Hats and Caps

at 49c

The bonnets come in fine Swiss embroidery, organdy and silk; the hats are wash hats, straws, etc. A big lot of headwear for infants and small children that we are clearing out entirely. Regularly 85c, \$1.00 to \$1.50. Today 49c.

Wash Skirts

for Women, Special

49c

No Phone or C.O.D. Orders

60 slightly soiled skirts, made of fine quality white repp, with or without pockets; circular and loose belts. Lines taken from our regular stock. Clearing today at 49c.

Six Wonderful 49c Values in WASH GOODS

Georgette Crepes in Silk and Cotton—Just one piece in each shade, of pink, green, lilac, limoges, plum, brown, champagne, Russian green, Nile, tan and white. 36 inches wide. Regular 69c. Today, per yard, 49c.

Grafton's Printed Voiles, 40 inches wide; foulard designs on black, navy and white grounds. Present mill price 89c per yard. Our price today, per yard, 49c.

Silk and Cotton Chiffons, 36 inches wide, for foundations, waists, dresses and night gowns. Over twenty good shades. Regular 59c. Today, per yard, 49c.

Candy Silk Stripe Voiles, 36 inches wide. Nine smart stripes. Regularly 75c. Only 220 yards, clearing today, per yard, 49c.

Fine Cord Piques that cannot be purchased from the English mills for less than 50c. Note the great width, 40 inches. Today, per yard, 49c.

Fine White Crepe Voiles of English manufacture. Based on today's cost the price should be \$1.00 per yard. Width 40 inches. Today, per yard, 49c.

DRESS GOODS

5,000 Yards British Shepherd Checks, 75c Value at 49c

In all the different sizes of check, for spring and summer suits, coats, skirts and misses' and children's wear. Guaranteed to wear and launder well. Today, per yard, 49c.

Cream Mohair Lustre.

Ideal for dresses and sports skirts; rich silky finish; 38 to 40 inches wide. Worth 75c and 85c. Today, per yard, 49c.

Colored Lustres.

In sky, navy, browns and tan. Buy now for your bathing suits. Today, per yard, 49c.

DRUGS AND TOILET GOODS

10c lb. Epsom Salts, special, 6 lbs. for 49c.

26c Box Headache Cachets, special, 2 for 49c.

26c Doz. Aspirin Tablets, 5 grs., good kind, special, 2 doz., 49c.

13c Package Chloride of Lime, special 4 for 49c.

52c Bottle Quinine and Iron Wine Tonic, special, 49c.

26c Box Antiseptic Healing Ointment, 3 for 49c.

13c Cake Large, Ivory Soap, special, 4 for 49c.

52c Liquid Face Powder, flesh white, special, 49c.

37c Package June Face Beautifier, special, 2 for 49c.

21c Tin Violet Powder, special 3 for 49c.

Imported Perfumes, regular 78c and \$1.04 per ounce. Special, ounce, 49c.

52c Cologne Water, special, 49c.

52c R. & G. Rhum and Quinine, for the hair. Special, 49c.

Tourist Cases and Aprons, up to \$2.50, slightly soiled, very special, each, 49c.

78c Bottle Kiss Me Toilet Water, special at 49c.

War Tax Included.

THE SIMPSON DRUG STORE

49 CENTS
Today at 49c in the MEN'S DIVISION

Men's Balbriggan Shirts and Drawers, spring and summer weight, natural shade, elastic rib cuffs and ankles; sizes 34 to 44. Today, per garment, 49c.

Men's Knitted Silk Neckties, wide range of colorings and patterns, broken ranges from a large tie maker. The tie that does not crease. Regularly 75c. Today, 49c.

Boys' Shirt Waists, collars attached; made from good quality shirting materials, neat stripes; sizes to fit ages 6 to 16. Today, 49c.

Boys' Balbriggan Shirts and Drawers, natural shade, weight for present wear, strong and serviceable; sizes 24 to 32. Today, per garment, 49c.

Boys' Sweater Coats, elastic ribbed knit, shawl collar, pockets, grey only; sizes 28 to 32. Regularly 75c. Today, 49c.

Boys' Pull-Over Sweaters, elastic union knit, roll collar, grey only; sizes 26 to 32. Regularly 75c. Today, 49c.

Men's Khaki Wool Socks, of medium weight; plain weave, with ribbed cuff and seamless foot. Regularly 59c. Today, 49c.

Men's Fine Quality White Cashmere Socks, closely knitted with seamless foot. Regularly 65c. Today, 49c.

Men's Finest Quality Mercerized Lisle Thread Socks; colors Palm Beach, Russian calf, grey, white, navy and black; all sizes. Regularly 59c. Today, 49c.

Women's GLOVES

Women's White Chamoisette Gloves, a grouping of odds and ends of regular stock. Sizes 5 1/2, 6 and 6 1/2. Regularly 89c. Today, 49c.

Women's Black Silk Gloves, black only, odds and ends of regular lines. Double tipped fingers. Sizes 5 1/2 to 6. Regularly 69c. Today, 49c.

Fibre Silk Ankle Hose, with high silk leg. Black and white. Sizes 8 1/2 to 10. Regularly 59c. Today, 49c.

Women's Fine Quality Plain Black Cotton Hose, seamless and closely knitted. Regularly 20c. Today, 3 pairs for 49c.

Children's Imported Socks, of fine quality lisle thread; plain white, sky and pink; also white with fancy colored striped turn cuff; sizes 4 to 8 1/2. Regularly 20c. Today, 3 pairs for 49c.

Boys' Ribbed Black Cotton Hose, manufacturer's seconds of a 29c quality. Sizes 8 to 10. Today, 2 pairs for 49c.

Women's NECKWEAR

Black, White and Ecru All-over Lace, 17 inches wide. Regularly \$1.50 to \$2.50. Today, yard, 49c.

Pique Roll Collar and Cuff Sets, plain or trimmed with wash buttons. Regularly 75c. Today, 49c.

Handkerchiefs.

Women's Fine Quality Pure Linen Handkerchiefs. Regularly 20c each. Today, 3 for 49c.

Men's English Lawn Handkerchiefs, specially priced for today, 8 for 49c.

Also Eight Women's Fine English Lawn Handkerchiefs, 8 for 49c.

DRAPERIES

Well-made Window Shades of durable opaque cloth, water finished. Colors dark green, cream or white. Mounted on spring rollers and complete with brackets, nails and nickel pull; 37 x 70 in. An offer not likely to be duplicated for many months. 1,000 clearing today, each, 49c.

Heavy Quality Striped Awning Duck, showing the newest effects in colors tan and green; 30 in. wide. A limited quantity to sell today, per yard, 49c.

Heavy Brass Extension Rods, 1 inch in diameter and well-polished; will fit any door or archway up to 54 in. wide. Including a pair of sockets, Regularly 60c. Today, each, 49c.

English Casement Cloth, 50 in. wide; colors green and brown. Will give excellent wear and drapes gracefully. Regularly 65c. Today, per yard, 49c.

PICTURES

Clearance of Framed Pictures, taken from our best selling 79c to \$1.49 lines, today, 49c. The subjects include photogravures, colored prints, a number of novelty pictures, and others framed in antique gilt mission oak and imitation walnut. Sizes run up to 16 x 20. On sale today, 49c.

THE SIMPSON Company Limited

Immense Savings in the Whitewear Section Today

75c, 80c and \$1.00 Corset Covers, 49c

49 CENTS EACH

A wonderful lot of smart designs, made of extra quality cotton and nainsook; some front and back trimmings; others with deep front yokes of lace and embroidery. Sizes 34 to 42. Regularly 75c, 85c and \$1.00. Today, 49c.

Manufacturers' Samples Women's Vests

Women's Vests, manufacturers' samples and over-makes, in cotton and lisle thread garments; low neck and no sleeves or short sleeves; topless, or with lace yokes, Regularly 45c and 50c. Today, 2 for 49c.

49 CENTS EACH

Women's Print All-over Aprons, in two styles; one loose, with belt across back; the other with fitted waist. Regularly 75c. Today, 49c.

Maids' White Lawn English Aprons, with smart bibs of Swiss embroidery, or strap shoulders; long flowing ties; deep hem. Reg. 75c, 49c.

Women's Combinations of fine ribbed cotton; low neck and no sleeves, or short sleeves; umbrella lace-trimmed drawers. Reg. \$1.00, at 49c.

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