

49 CENTS EACH

A One-Price Day at Simpson's Including 144 Different Articles at 49c Each

Five Great Specials in the Glove Department at 49c

- Women's French Kid Gloves, odds and ends from regular stock. Sizes 5 1/2 to 6 only. Black and white. Regular \$1.10 and 85c qualities. On sale today, pair .49
- Women's Long Silk Gloves, 12-button length, very easily shortened to wrist length; dome fasteners at wrist and double tipped fingers; black and white; sizes 5 1/2 to 8 .49
- Infants' Tan Caps, Gloves, to fit infants up to one year. A clear, fine of a regular; dome fastener and soft pliable finish. The usual 85c quality. To-day .49
- Munition Workers' Gloves, small and large sizes, suitable for men and women; high gauntlet and band wrist, with drawstring horsehide palm; black leatherette back and muleskin back. Pair .49
- Men's French Suede Gloves. If you can wear sizes 7, 7 1/4, 7 3/4, or 7 1/2, here is a bargain for you. Tan and grey. Soft, light weight suede. A limited quantity. Today at .49

Women's Hose

Sheer Silk Ankle Hose, made from strong fibre silk; three-quarter silk leg; black, tan, white, brown, ecru, silver, grey, champagne and navy; little thread heel, toe and sole; sizes 5 1/2 to 10. Extra special value. Today, a pair .49

Household Hardware

Clothes Baskets, 25-inch diameter; round hardwood splint; strong-regular price 60c. Today .49

Watering Cans, japanned green; 6 or 10-quart size. Today .49

Window Screens, two of any of the following sizes for .49

Size	Height	Closed	Opens to
48	14	22	36 inches
48	10	22	36 inches
60	18	18	28 inches
60	18	20	30 inches

Color-Lac, a high-grade varnish stain and enamel; in light oak, dark oak, cherry, mahogany, walnut, gloss white and clear varnish. Flat cans and a suitable brush. Completes, today .49

Paint Brushes, oval and flat; good grade, Bock's and Simons' make. Regular 50c and 65c. Today .49

Polish Mops and a Can of Polish for 49c. A suitable polish mop for cleaning and polishing hardwood floors, linoleum, oilcloth, etc. and can of polish, complete. Today .49

Bath Seats, oak seat, adjustable steel arms, fits any size bath. Today .49

Step Ladders, 4-foot size, hardwood; well made; with pull rest. Today .49

Waste Paper Baskets, three sizes; round; closely woven; Japanese make. Today .49

Shoe Cleaner and Scraper, a combination of a brush and scraper; a very serviceable article for use on the porch or doorstep. Today .49

Shears and Scissors, good American and English makes, including 7 and 7 1/2-inch straight trimmers; full nickel-plated finish. Today .49

Enamelware

Seconds at 49c

About 2,000 pieces of White Enamel, "seconds," in the following: Water Pitchers, 1 1/2, 2 and 3 quarts; Milk Pails, covered, 3 and 4 quarts; Enamel Trays, 15 and 20 inches; Coffee Pots, 2 and 2 1/2 quarts. In high-grade first quality grey enamel the following: Covered Convex Kettles, 4 and 6 quart; Round Dish Pans, 14 quarts. Today, each .49

Glassware and China

Semi-Cut Glass

Salt and Pepper Shakers, sterling silver tops. Today .49

Sugar and Cream Sets, a Pair 49c

Floral hand-painted decoration, finest quality thin Japanese china. Today, per pair, .49

Brass Ash Trays

Dull Finish Brass Ash Trays, match box holder and cigar attachments, glass lined. Today, each .49

Cups and Saucers, a Half Dozen 49c

Thin English Cups and Saucers, white. Today, half dozen for .49

Cut Glass Tumblers

Good quality, clear, evenly cut; star design. Special today, each .49

One Dozen Table Tumblers for 49c

Good quality Thin Glass Table Tumblers; pretty key border decoration; exceptional value. Today at one dozen .49

Tea Spoons

6 for 49c (Silver-Plated)

Set of 6 Silver-plated Tea Spoons, full size, floral pattern, bright finish. Today .49

Cold Meat Serving Forks, Rogers' silver-plated. Regular \$1.25. Today .49

Large Jelly Spoons, Rogers' silver-plated. Regular \$1.00. Today .49

Large Cake or Bread Forks. Reg. \$1.00 each. Today .49

Silver-plated Sugar Tongs to match. Reg. \$1.00. Today .49

The Drapery Dept.

Fire Screen Frames—A limited number only, well made, in oak or mahogany finish, measuring 36 in. high and 24 in. wide. Dainty and useful article when filled with figured silk. Each .49

"Double" Brass Rods—250 finely polished rods, extending from 27 to 50 inches. One rod for lace or scrim curtains, another projecting beyond it for over curtains and valance, both fastening on same bracket. Complete .49

Window Shades, 49c—150 only, well made of good quality cloth, mounted on reliable spring rollers and beautifully trimmed with insertion. Dark green or cream colors. Complete with all necessary attachments. Each .49

Trimming Department

Hundreds of Remnants of fine Dress Trimmings in bandings, applique, alovers and flouncing; in black, white, and a splendid showing of good colors. Ranging from 1/2 yard to 1 1/2 yards in each piece, and worth up to \$2.50. Marked for clearance. To-day, per yard .49

500 Pretty Lingerie Waists

Less Than Half Price

Dainty Fresh Waists of good materials, such as cotton crepe, batiste and voile; made up into 10 distinct styles; some have deep sailor collars; others have convertible high or low; others are trimmed with pretty laces or embroidered black on white, etc. Sizes from 32 to 44 bust. No phone or mail orders. 500 brand new waists, each .49

75c Table Damask

Very Special 49c

Semi-bleached, good heavy quality; 72 in. wide. Regular 75c yard. Rush price, today, per yard .49

Damask Scarfs, pure linen, with scalloped ends; size 17 x 50 inches. Extra special today, each at .49

Pretty Drawn-work Scarfs and Shams. Scarfs, size 18 x 54 in.; shams, size 30 x 30 in. All neatly hemstitched. Special today .49

Crepe Huckaback Towels, hemmed, extra heavy quality. Size 20 x 38 in. Today, a pair .49

White Turkish Bath Towels. Today, 2 pairs for .49

Plain Tea Towelling, with red border, width 23 in. Today, 5 yards for .49

Knitted Dish Cloths. Clearing today, 6 for .49

White Flannellets, 37 inches wide. Today, 5 yards for .49

Factory Cotton, 84 in. wide, medium weight. Today, 5 yards .49

Pillow Cases, plain hemmed and hemstitched, two sizes, 42 x 33 and 44 x 33 in. Today, a pair .49

Jewelry

9k Gold Beauty Pins, 10k Gold Baby Rings, Signet or Stone Set; Children's Gold-filled Lockets and Chains, Pearl Top Hat Pins, Pendants, Pearl Cuff Links, Sterling Enamelled Pansy Brooches, Scrolling Silver Rings, 10k Gold Signet Scarf Pins, Jet Brooches and Rose Beads. Reduced for today .49

Books

250 Volumes of all kinds of literature, for both young and old, in many cases only one of a kind; fiction, history, classics, fairy tales, war books and mechanical books. Regular values 75c to \$2.00. Today, your choice .49

Wheeled Toys

(Sixth Floor)

Toy Wheelbarrows, wooden boxes, painted red; steel rims on wheels; long handles. Regular 70c. One-price sale today, only .49

Toy Express Wagons, four wire wheels, and handles; boxes enamelled red, and stenciled. Regular \$1.00. One-price sale today at only .49

500 Quarts Only of Simpson's High-Grade Paints

For outside and inside work; quality guaranteed; 30 colors, including special light and dark greys for verandah floors. 500 quarts only. Today, quart .49

Wall Papers

10 Rolls for 49c

Regular 10c and 12 1/2c papers for bedrooms, halls and sitting-rooms; 100 bundles only; each containing 10 rolls wall paper. Values \$1.00 to \$1.25. One price sale today, a .49 bundle, for .49

Handkerchiefs

Men's Irish Lawn Handkerchiefs, 11 for .49

Men's Mercerized Handkerchiefs, 7 for .49

Boys' Colored Border Handkerchiefs, 7 for .49

Men's Khaki Handkerchiefs, 7 for .49

Women's All-linen Handkerchiefs, 7 for .49

Girls' Fine Lawn Crossbar Handkerchiefs, 13 for .49

Girls' Colored Border and White Lawn Handkerchiefs, 13 for .49

Hand Bags

Women's Hand Bags, made of long grain, seal grain, and fine grain morocco, lined with moiré and Dresden silks; fitted with mirror and purse. Regular 50c, 75c and 95c. Today .49

157 Mesh Bags, with engraved frame. Regular 50c and \$1.00. Today .49

Photo Frames, large cabinet size, silver finish. Regular 75c. Today .49

Dorine Boxes, silver finish, with powder puff. Regular 85c. Today .49

Children's Hats

Rah-Rah Hats, made of light weight silks, linens, etc. in dome and telescope crown shapes. 49c Regular 60c and 75c. Today .49

Boys' Caps

Tweed Caps, four and eight-piece top shapes; a good selection of light and dark shades. Regular 75c. Today .49

Men's Hats

Fine quality Black Stiff Hats, of English fur felt, medium and full crown styles. Sizes 6 3/4, 6 1/2, 6 1/4. Regular \$1.50 and \$2.00. Clearing .49

Indelible Lead Pencils

200 dozen Indelible Lead Pencils for office use. Splendid quality of lead. This class of pencil is very scarce these days, and at our special price will be quickly snapped up. Today, per dozen .49

2500 Millinery Trimmings 49c

Regular 75c, \$1.00, \$1.25, \$1.50 to \$2.00

Displayed on three large tables are the following:—Fancy Ostrich Mounts, Imitation Ostrich Mounts, Imported Flowers, Paris Ornaments, Wool Ornaments for Sport Hats, Bandeaux of White Imitation Numidi, Small White Wings, Black Wings. Your choice at .49

Silks, Satins

Complete Ranges of Plain and Shot Chiffon Taffetas—Regular 75c a yard. Today at .49

Specially Selected Natural Silk Shantung, values up to 60c. Today at .49

Yard Wide Ivory Habutai Silks—Extra good qualities. Regular 65c. Today .49

27-inch Cord Velvets—Fine and wide-wale cords, all the best selling shades. Regular 75c. Today .49

\$1.00 and \$1.25 Fancy Ninons, in stripes, spots and fancy designs, in black and white, grey and white and white and black only. A yard .49

Tamaline Silks and C. B. Satins—A big range of checks, stripes and plain colors in tamalines—also ivory or black. Regular 50c and 65c. Today, yard .49

Dress Goods

Black Velour Cashmere, for dresses, skirts and waists, 42 inches wide. Regular 75c. At .49

Shepherd Checks—In English worsted finish, 42 in. wide. Regular 75c a yard. At .49

Bedford Stripe Suiting—The ideal summer fabric, in black and white and grey and white, 42 inches wide. Regular 65c a yard. At .49

Fancy Mohairs—In lovely grey mixtures; spots, stripes and spray designs; 40 inches wide. Regular 75c a yard. At .49

700 Yards Cream Lustre, rich silk sheen finish, for summer suits, skirts, misses' and children's coats. 65c and 75c values. At .49

Fashionable Moire Skirtings—Richly moiré in silver greys, greens, Copen, rose, browns, navys, purple and white. 38 inches wide. Regular 75c a yard. At .49

54-inch Farmer's Satines, famous for their sheen. Several shades of grey, taupe, Copen, rose, reds, cardinal, browns, sky, navy and black. Regular 75c a yard. At .49

Wash Goods

Silk Warp Georgette Crepes, in silk and cotton; a most popular fabric for waists and dresses. All the new sport shades; also white, pink, black, etc. Regular 50c. Today .49

Silk Stripe Voiles, for best Summer dresses, 38 inches wide. Regular 75c. Today .49

Silk and Cotton Waitings, in plain shades, also Jacquard designs. Regular 85c yard. Today, 2 1/2 yards for .49

Ivory White Voiles, of English manufacture, for waists and dresses. 42 inches wide. Today, 2 yards for .49

Duro Piques, will not fade when boiled; stripes and checks for suits, skirts and waists. 40 inches wide. Today, a yard .49

Crossgrain Juset, in the new sport shades, for suits and skirts. 38 inches wide. Regular 65c. Today .49

Art Needlework

Fourth Floor

Semi-Ready Dresses, stamped on fine white muslin, for white or colored embroidery work. Sizes 8 months to 5 years. Rush price, today, each .49

Towels, stamped on striped huckaback. They come in six different designs, for white or colored work. Size 18 x 34 inches. Special today .49

White Centrepieces, stamped in designs, suitable for all kinds of embroidery work. Size 22 x 22 inches. Special today .49

Books

Canadian Almanac for 1917—Cloth bound. Regular price \$1.00. Today .49

120 only, Boys' Books, thrilling sea and land stories, in times of war and peace by world authors. Regular 90c and \$1.00. Today .49

"The Wandering Dog," by Marshall Saunders, who also wrote "Beautiful Joe." This new book was published only last fall, and is a delightful dog story. Regular \$1.25. Today .49

Furnishings

For Men and Boys

Men's High-grade Balbriggan Shirts and Drawers, Pen-Angle brand; natural shade. Sizes 34 to 44. Regular 76c a garment. Today .49

Men's Merino Shirts and Drawers, natural shade, Tru-Knit brand; made from fine wool and cotton mixture. Sizes 34 to 44. Regular 55c a garment, for .49

Boys' Balbriggan Combinations, natural shade. Zimmerknot brand; short sleeves and knee length. Sizes 20 to 32. Today .49

Men's Negligee Shirts, plain and fancy stripes, in single, double and triple effects; also polka dots, in black. Sizes 14 to 17. Today .49

Boys' Sweater Coats, in fine cardigan stitch; plain grey shade; shawl collar; two pockets. Sizes 26 to 30. Regular \$1.00. Today .49

Children's Wear at 49c

Infants' Short Dresses, made of fine white voile. Yokes, skirts and sleeves are trimmed with two rows of fine lace; fine lace edges on neck and sleeves. Sizes 6 months to 2 years. Regular 75c. Today .49

Infants' Bonnets, made of fine white corded silk, lined and interlined. They have deep revers around face, daintily tucked and edged with lace frill and silk piping. Regular 60c. Today .49

Children's Dresses, made of strong blue and white colors, double cuffs, laced up fronts and wide separate waist belt, buttoned in front, blue piped edges. Sizes 2 to 6 years. Regular 75c. Today .49

Children's Rompers, children of splendid quality checked gingham, in dainty shades of blue or pink and white; button down and across back style, with belt buttoning in front at waist; white piped edges on collar, belt and pocket; strong elastic at knees. Sizes 1 to 4 years. Today .49

\$1.25 SILK FASCINATORS, 49c. Women's Fascinators, suitable for evening wear or motoring. They are made of fine, lustrous art silk, in a dainty weave, and have long fringes at each end; colors white, pink or sky; length 7 1/2 inches by 15 inches broad. (Women's Sweater Coat Dept., 3rd Floor)

Today at Other Prices

A Sale of Women's Shoes at \$1.99

214 pairs Sample Low Shoes, left over from last week's sale, including pumps, colonials and strap slippers; a good assortment of toe and heel shapes. The leathers are patent colt, gummetal and dongola kid. If you wear size 3 1/2, 4 or 4 1/2 you can save almost the price of a pair of shoes. Regular \$2.50, \$3.00 and \$3.50. Today 1.99

Men's Strong Boots \$2.79

A good lot of Men's New Boots, Blucher cut, made of heavy box kid leather, full-fitting toe style, heavy solid leather standard screw soles, medium height heels. Sizes 6 to 11. A boot worth \$4.00 per pair today. On sale 2.79

Boys' Boots, \$2.19

120 pairs Boys' Heavy Black Grain Boots, Blucher cut; extra heavy solid standard screw soles; full round toe shapes; stand a lot of hard wear. Sizes 11 to 13. Today 2.19

Girls' Slippers

Girls' Patent Leather Pumps, ankle or instep strap; turn soles and low heels; full-fitting; natural toe shape, with silk bow or fancy ornaments. Sizes 8 to 10, \$1.39; sizes 11 to 2, \$1.69.

24.50 For Women's Better Suits

Values \$32.50 to \$37.50

A collection of better class suits, selected from regular stock, comprising a number of our very best novelty and tailored suits, in serges, poplins, twills, black, navy, green, sand, rose, putty or Copen; dozens of styles to choose from. Regular \$32.50 to \$37.50. Today special at 24.50

Misses' Suits

8.30 a.m. Special at \$15.00

50 Navy Serge Suits, with large cape collar, novelty pockets; semi-Norfolk style; two large buckles on back; collar, pockets and cuffs have four rows of white silk stitching; fancy lining. This is so wonderful a value that we expect to sell them in the first few hours of the day, so we advise you to come early. Today 15.00

300 Handsome Lisere Hats at \$1.35 Each

Regular Prices \$2.75 to \$4.00 Each.

These are a lot of odd lines that have just come to us at much less than the manufacturer's cost price; every one is a good shape, and they show the best styles, both in small or large; most of them are black. The good fortune of this big purchase we pass on to our customers. Today, each 1.35

75c Corsets 49c

Made of excellent quality white coutil; medium bust and long hip; five clasp front steel; fine rustproof side boning; lace trimmed, and four hose supporters. Sizes 19 to 26. Regular 75c. On sale today 49c

Women's Underwear Today at 49c

Women's Vests and Drawers, made of fine combed cotton and lace thread. The vests are low neck, no and short sleeves, with pretty lace yokes, in many designs. Sizes 34 to 40. Regular 75c to \$1.00. Today 49c

Women's Combinations, made of very fine ribbed Egyptian cotton. Low neck, no and short sleeves, trimmed with plain heading and ribbon tape. The drawers are umbrella style, lace trimmed. Sizes 34 to 40. Regular 60c. Today 49c

Women's Brassieres, of lovely fine cambric; hooked in the front style with "V" shaped neck and deep yokes of Swiss eyelet embroidery, reinforced armholes. Sizes 34 to 42. Regular 75c. Today 49c

Women's Nightgowns, of excellent quality nainsook, slip-over style with round neck and short kimono sleeves, daintily trimmed with lace edge. Regular 85c. Today 49c

Women's Corset Covers, of good quality nainsook, with round neck and beautiful fine yokes. Some trimmed front and back. Composed of dainty Swiss embroidery insertion, with lace insertion and edge of lace to finish; others have deep lace yokes. Sizes 34 to 42. Regular 75c and 85c. Today 49c

Women's Drawers, in dainty umbrella style. Made of excellent quality nainsook, with deep frills of Swiss embroidery. Regular 75c. Today 49c

The SIMPSON Company Limited