

Telephone Main 7841

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

Market Adelaide 6100

At Simpson's --- Display of Colorful New Wash Frocks --- Today



Scores of New Styles Have Just Reached the Women's and Misses' Dress Dept.

Many little elegancies not often seen in tub frocks distinguish these. You will note new cascade vestees of Val lace, new petal tunics of Parisian inspiration—new short sleeves with handkerchief frills. Choose now while the assortment is at its best.

Frocks of crisp-looking, bright plaid ginghams for wear a-marketing, gardening or on the porch. Priced \$7.95 to \$12.50.

Youth-giving frocks of printed voiles in radiant light colorings. One may wear them on any occasion. Priced \$15.00 to \$25.00.

Printed Voiles, too, in charming dark colorings and fantastic foulard designs, practical beyond degree and a necessity to every summer wardrobe. Priced \$15.00 to \$25.00.

Exquisite Indestructible Voiles of filmy sheerness and in rare printed designs. For wear to dressy afternoon affairs on warm days. Priced \$45.00 to \$65.00.

Delicate Plain Voiles in pastel colorings and white—often heavily embroidered and much befrilled. Priced \$8.95 to \$45.00.

Smartest Linenes in summery plain shades—vested coat styles or stunning straight models. Priced \$15.00 and \$18.50.

Special! New York Gingham Dresses at \$7.95

Made to Sell at \$10.50

Delightfully attractive tub frocks of excellent quality in a host of rich plaids, relieved by white collars and trimmings. Easily laundered and very practical. No exchanges, no refunds, no C.O.D.'s. Today, 8.30 a.m., \$7.95.

A Quick Clearance of Women's and Misses' Skirts at \$4.95

From \$12.75 to \$29.75

Manufacturer's samples and overmakes of \$5.50 to \$8.50 styles. Silk poplins—striped novelty silks—a few serges. All smart new styles. No exchanges, no refunds, no C.O.D.'s. Today, only \$4.95.

Store Opens at 8.30 a.m. and Closes at 5.30 p.m. Daily

Men's Summer Suits at \$15.00



Tailored in Eureka cool cloths, in attractive grey shades. Single-breasted, 2 and 3-button semi-fitted sac models with patch pockets. Trousers finished with 5 pockets, belt loops and cuff bottoms. Sizes 35 to 44. Today \$15.00.

Worsted and Tweed Suits \$25.00

For Men and Young Men

Designed in the season's most popular model. Single-breasted, 2 and 3-button soft roll semi and form-fitting sacs. Sizes 34 to 44. Today, \$25.00.

White Duck Coats \$2.75

An opportunity for grocers, waiters, butchers, etc. Well tailored, strongly made. Single-breasted with lapels, and three patch pockets. Sizes 35 to 44. Today, \$2.75.

Silk Suits to Wear Now

And the Women's Suit Department is showing a host of stunning new models in satin, taffeta, rajah silk and silk poplin.

Suits for the links, for street wear, for dressy occasions in such popular shades as navy, copen, grey, green and black. Price \$33.50 to \$45.00.

Special! Women's Suits in Summer Shades at \$37.50

Regularly \$50.00 to \$65.00

50 striking New York suits, fashioned from beautiful qualities of tricotine, gabardine and serge in fawn, sand, grey or rookie. No exchanges, no refunds, no C.O.D.'s on these suits. Today, \$37.50.

Women's New York Coats, Capes and Dolmans.

Fashioned from velours, serges, wool poplins and Donegal tweeds in lovely spring shades, navy and black. Specially priced from \$27.50 to \$37.50.

Simpson's—Third Floor.

Misses' Suits \$35.00---Sale

Important Clearance of Former Up to \$55.00 Styles.

Specially selected from our better stock of serges, gabardines and wool poplins for a quick sale at a popular price.

Russian blouse, semi-fitted and straight belted styles, smartly braid and button trimmed. Wanted shades. No exchanges, no refunds, no C.O.D.'s on these suits. Today, 8.30 a.m., \$35.00.

Misses' Smart Capes for Wear Over Summer Frocks.

Developed from velours or mannish serges in graceful swing-line styles. Mostly coat fronted and finished with draped or tasseled throw collars. Beautifully braid and button trimmed. An assortment worth seeing today. Priced \$12.75 to \$29.75.

Silk Specials for Today



For one of the biggest days of the season to which each section has contributed of its best. Particularly startling values are offered in natural Shantung silks below today's cost price. The Japanese market has so advanced during the past few days that values like these cannot be repeated.

Natural Japanese Pongees 68c Yard.

3,000 yards of same qualities as we have sold at 85c. On sale today at 68c yard. Phone orders filled.

2,000 yards of heavier qualities, Regularly \$1.10 to \$1.25. Today, yard, 85c. Phone orders filled.

Striped Skirting Silks, \$1.79 Yard.

Regular stocks and special purchases in neat, effective stripes for tailored waists and men's shirts. \$2.00 and \$2.50 qualities. Today, yard, \$1.79.

Suiting Shantung, \$1.95 Yard.

500 yards all-silk Palm Beach Suiting Shantung in fine, medium and extra heavy weights. \$2.50 qualities. Today, yard, \$1.95.

Hirashiki Silks, \$1.49 Yard.

Wear guaranteed. Colors pink, maize, old rose, coral, wine, mid-grey, dark grey, silver, lavender, navy, green, wisteria, tan; also plenty of black and ivory. Regularly \$1.69 and \$1.79. Today, yard, \$1.49.

Specials in Wash Satins.

500 yards Ivory Wash Satin, 36 inches wide, Liberty finish. Regularly \$2.19, for \$1.84 yard.

500 yards Ivory and Pink Wash Satin—Our regular \$2.50 qualities. Today, yard, \$2.19.

10 Wonderful Values in Wash Goods

40-inch White Voiles, Half-price.

Beautiful sheer qualities for summer waists and frocks. Today, per yard, 25c.

Fine Gingham, 49c Yard.

Past colors in neat checks and stripes. 32 inches wide. Today, yard, 49c.

\$1.00 and \$1.25 Skirtings, 59c Yard.

White and light grounds, with woven stripes and borders, in fast colors. Also in plain yellow. 36 inches wide. Today, yard, 59c.

Fine White Mull, 25c Yard.

A delightful sheer quality for dainty undies. 36 inches wide. Half price today, yard, 25c.

Printed Voiles, 39c Yard.

36 and 40 inches wide, in stripes, figured, flowered effects. Regularly 50c and 75c. Today, yard, 39c.

White Gabardine Voiles, 49c Yard.

40 inches wide. Less than half price today, yard, 49c.

White Krinkle Crepes, Half Price.

Splendid for underwear as it launders without ironing. 30 inches wide. Regularly 50c. Today, yard, 25c.

Silk Warp Crepe, 49c Yard

Sand, yellow, peach, mauve, rose, slate, navy, sky and brown. 36 inches wide. Regularly 75c. Today, yard, 49c.

Dress Fabrics Reduced

All-wool Serges, \$1.49 Yard.

The lowest quotation in years. Past dark navy only. 36 inches wide. Today, yard, \$1.49.

Fine Dress Serges, \$2.44 Yard.

48 and 50 inches wide. Thoroughly sponged and shrunk. Navy, copen, green, niger and amethyst. Today, yard, \$2.44.

Japanese and French Delaines, 44c Yard.

Great variety of light and dark grounds, in spots, stripes and floral designs. Regularly up to \$1.00. Today, yard, 44c.

Silk and Wool Eolaines, \$1.89 Yard.

Full color range, including navy and black. 40 inches wide. An extra special purchase, low priced for today's selling at \$1.89 yard.

Simpson's—Second Floor.

Children's Japanese Cotton Crepe Kimonos at 85c

Regularly \$2.25

Made of strong cotton crepe in dainty rose or copen blue shades. Beautifully all-over embroidered in colored floral designs. Deep wing sleeves, and belted waist. Sizes 6 and 10 years. Today, 85c.

Children's 95c Wash Dresses, 49c.

Play dresses of strong English chambray, with dainty touches of silk embroidery on yokes. Sizes 2, 3 and 4 years. Colors navy, sky blue, maize and khaki. Today at 49c.

CHILDREN'S SOCKS of fine white mercerized cotton with colored tops in copen blue, pink, navy or brown. Sizes 4 to 8 Splendid value, today, at 35c.

Infants' Soft Sole Slippers, 95c.

In black patent leather, finished with dainty tailored bows. Natural leather soft sole, ankle strap. Sizes 0, 1, 2 and 3. Regularly \$1.25. Today, 95c.

Baby Record Books, 85c.

Well bound and cunningly illustrated, with hand-tinted pictures. Put up separately in white cardboard box. Regularly \$1.35. Today, 85c.

Children's Wool Sweater Coats, \$3.75.

In serviceable rib, or chic fancy weaves. Belted models with two smart pockets and sailor or roll collars. Colors, new rose, Nile, green, canary, white, saxe blue, and emerald. Sizes 6 to 12 years. Exceptional value, today, \$3.75.

Simpson's—Third Floor.

Women's Low Shoes---\$3.95

Regularly \$7.00 and \$8.00.

Come and see the shoes for yourself, the earlier the better. Oxfords, pumps, strap slippers and colonials in patent leather, black kid gun-metal, brown kid, grey kid and white reign skin. Wide and narrow toes with plain vamps. Perforated and imitation toe caps. McKay and welt soles. Cuban, Spanish and low heels. Sizes 2-12 to 7. Regularly \$7.00 and \$8.00. Today, \$3.95.

Odd Lines of Queen Quality Novelty Boots, Today \$5.95.

Including Mennan samples and Queen Quality odd lines. Brown, grey and black kid, brown and black catskin and patent leather. Colored kid and cloth tops. Assorted styles and shapes with Goodyear welt and McKay sewn soles. Low, Cuban and Spanish heels. Sizes 2 1/2 to 7. Value, \$8.00; \$10.00 and \$12.00. Today, \$5.95.

Women's White Canvas Boots, \$4.00.

400 pairs white reign skin and white canvas lace boots. Long, plain toe last, with 3 1/2-inch plain top. \$7.00 and \$8.00 values. Sizes 2 1/2 to 7. Today, \$4.00.

Men's Victor Boots Reduced to \$5.45

All black kid, blucher and straight lace boots. Round, London straight last and English rocade toes. Medium weight English oak tanmost leather soles. Also gummetal and Havana brown calf straight lace boots on English guaranteed rubber fibre soles and low rubber heels. Values \$7.00 and \$8.00. All sizes in the lot, 5 1/2 to 10. Today, \$5.45.

The Charlie Chaplin Books

that not only make you laugh, but make you scream. Here they are:

- Charlie Chaplin in the Army.
- Charlie Chaplin Comic Capers.
- Charlie Chaplin in the Movies.
- Charlie Chaplin in the Air.
- Charlie Chaplin Funny Stunts.

First four titles are in black and white illustrations and priced at 15c each.

Funny Stunts is a much larger book with illustrations in black, white and colors. Price, per copy, 35c.

Simpson's—Main Floor.

Little Boys' Wash Suits

The brightest and most attractive patterns have been selected as well as the most reliable fabrics. These have been designed and tailored in the smartest and most serviceable styles for the little fellows' comfort and appearance.

AT \$1.00—Oliver Twist Model, white waist with blue pants, collar and cuffs to match pants. Sizes 2 1/2 to 8 years, \$1.00.

AT \$1.35—Tommy Tucker Model in green chambray trimmed with white collar and belts. Knicker pants. Sizes 2 1/2 to 8 years, \$1.35.

AT \$1.50—Tommy Tucker Model, grey chambray finished with grey and white striped collar, cuffs and belt. Sizes 2 1/2 to 6 years, \$1.50.

AT \$1.75—Oliver Twist Model in blue chambray trimmed with white collar and belt. Sizes 2 1/2 to 6 years, \$1.75.

AT \$2.00—Middy Style, in blue chambray. Made with outside breast pockets, deep sailor collar, laced in front with white lace. Knicker pants. Sizes 2 1/2 to 6 years, \$2.00.

AT \$2.25—Middy Style, in tan and white striped peggy cloth. Tan collar and cuffs trimmed with two rows of white braid, laced in front with white lace. Knicker pants. Sizes 2 1/2 to 8 years, \$2.25.

AT \$2.50—Tommy Tucker Model in white drill, finished with belt and white pearl buttons. Sizes 2 1/2 to 8 years, \$2.50.

Simpson's—Main Floor.



Framed Pastels \$1.98

Original pastel drawings in soft, rich tones. Beautiful landscapes, framed in 1 1/2-inch mouldings. Antique gilt, Belgian grey, walnut finish, etc., with gilt linings. Sizes 8 x 20 in. to 12 x 24 in. Regularly \$3.50. Today, \$1.98. Lot 18 x 30 inches, \$4.49.

ALSO A GROUP OF PASTELS—larger size. Framed in 3-in. walnut and rosewood finishes. With gilt linings, by well-known artists. Regular \$6.50 to \$8.50. Today, \$4.49.

FRAMED OIL PAINTINGS, \$1.98—Richly framed in deep 2 1/2 and 3-in. high back antique gilt—hand-painted oils. Size 7 x 9 and 10 x 12 in. inside. Regularly \$2.50 and \$3.00—\$1.98.



SIMPSON'S

(War Tax Included). Simpson's—Main Floor.

50 Drug and Toilet Goods Items at 15c

7c Assorted Toilet Soap	4 for 15c	25c Little Luxatives	2 for 15c	21c Pears' Fuller's Earth	15c
10c Cologne Toilet Soap	2 for 15c	25c Headache Wafers	15c	21c Pears' Violet Powder	15c
10c Pure Glycerine Soap	2 for 15c	25c Kidney Pills (Buchu Nitre)	15c	26c Orchid Cream	15c
10c Wileen's Cream Soap	2 for 15c	25c Cough Remedy	15c	16c Rouge	15c
25c Castile Cakes	6 for 15c	15c Cleaning Fluid	2 for 15c	21c Nail Polish	15c
25c Pears' Unscented Soap	6 for 15c	10c Silver Polish Cake	3 for 15c	21c Nail Paste	15c
10c Tar and Glycerine Soap	2 for 15c	20c Keating's Insect Powder	15c	11c Nail Polish Sticks	15c
25c Shaving Stick	15c	25c Citrate of Magnesia	15c	5c Manicure Sticks	6 for 15c
10c Bath Blocks (perfumed)	4 for 15c	25c Face Powder	15c	10c Lotus Perfume	15c
10c Shampoo Powder	2 for 15c	25c Liquid Shampoo	15c	10c Swandown Puff	3 for 15c
25c Castile, (3 1/2 lb. bar)	4 for 15c	25c Witch Hazel Cream	15c	25c Shaving Brush	15c
25c Tooth Brush	15c	25c Almond Cream	15c	25c Whisks	15c
25c Nail Brush	15c	25c Liquid Face Powder	15c	25c Hair Brush	15c
25c Tooth Paste	15c	25c Cologne	3 for 15c		
10c Epsom Salts	2 for 15c	15c Talcum, 1 lb.	15c		
25c Powdered Borax	2 for 15c				
25c Healing Salve	2 for 15c				
25c Shaving Lotion	15c				

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