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1898 TWENTY-FIRST ANNIVERSARY

SIMPSON'S

COMING OF AGE YEAR 1919

Buy War Saving Stamps--a Good Investment Every Time

SIMPSON Store Service

The attention of our customers is directed to the following statement printed on the back of every Simpson sales bill. It speaks for our earnest endeavor to render a satisfactory store service at all times:

"Our intention is that this bill shall record a transaction so satisfactory in all respects to the customer that confidence in and friendship for this store may be established. "If for any reason we have not succeeded, we will thank you if you will call our attention to the shortcoming. Please be assured we will promptly rectify any error or omission on our part."

Money will be cheerfully refunded to customers upon return of merchandise, accompanied by sales bill, except where otherwise specified in our advertisements, and except articles which for sanitary reasons cannot be returned.

FORMAL APPAREL FOR MEN

Custom Tailored

Ready for Service



Of primary importance is the ultra smartness of the garments, the superior styling and tailoring that are beyond criticism. Then, too, the easy grace these clothes assume when put on, adds immeasurably to the comfort and satisfaction of the wearer.

Tuxedo Suits, of all-wool imported English dress suiting. Sizes 36 to 44, \$40.00. Coats only, \$22.00. Prince Albert Suits, imported black English cheviot is the material. Sizes 35 to 44, \$50.00.

Inverness Overcoats--An imported English garment of all-wool fine finished Oxford grey cheviot. One-quarter silk lined. Sizes 36 to 44, \$35.00. Simpson's--Main Floor.

JEWELRY

Diamond Bar Pins Reduced

White Gold Bar Pin, set with 3 diamonds. Open filigree design. Regularly \$50.00. Today \$33.75.

White Gold Bar Pin, pierced design--set with fine diamonds. Regularly \$50.00. Today \$33.75.

Platinum Front Bar, in pierced beaded design, with one diamond. Regularly \$55.00. Today \$37.50.

Platinum Front Bar Pin, pierced, in lace-like design--one diamond. Regularly \$75.00. Today \$52.00. Simpson's--Main Floor.

Specials in NOTIONS

Women's Sateen Pad Hose Supports in white and colors. Today 30c.

Woven Initials for marking linen and underclothes--double letters only. Today 5 dozen for 8c.

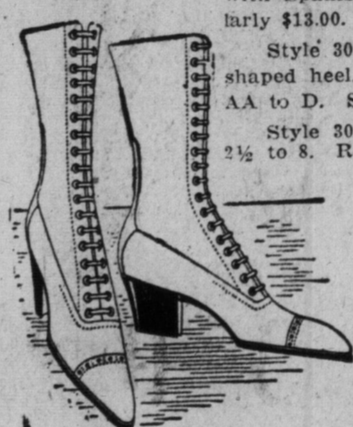
Stove Mitts--A very useful article. Today 9c.

Mending Wool in skeins, 2 1/2 dram skein in black, tan, grey and clerical. Today 5c. Invincible Pin Sheets--400 plated pins to sheet. Today, sheet 4c. Simpson's--Main Floor.

Candy Stripe Crepe de Chine Waists Half Price

Pure silk crepe de chine, in white, with groups of bright candy stripes and white satin stripes. Semi-tailored style, fastening with 6 solid pearl buttons, and finished with a large round collar, pointed in front. Sizes 34 to 44. No exchanges, no refunds, no C.O.D.'s on this item. Regularly \$5.95. Today, rush special, \$2.95. Simpson's--Third Floor.

Queen Quality Boots Reduced Today



Style 905-5--Queen Quality, 9-inch top--lace boot. Made of sand shade kid, with Spanish heel, and imitation toecap. Widths AA to D. Sizes 2 1/2 to 8. Regularly \$13.00. Today \$10.00.

Style 903-3--Dark grey, 9-inch top. Queen Quality lace boots, with high shaped heel. A perfect-fitting shoe, in a fashionable early spring shade. Widths AA to D. Sizes 2 1/2 to 8. Regularly \$13.00. Today \$10.00.

Style 301-3--Same style as above, in dark brown. Widths AA to D. Sizes 2 1/2 to 8. Regularly \$13.00. Today \$10.00.

Seagull or attractive fieldmouse shades, with dainty bird's-eye pearl buttons and baby Louis covered heel. Widths AA to D. Sizes 2 1/2 to 7. Regularly \$18.00. Today \$13.00.

Kangaroo Straight Lace Boots, on straight toe last, light weight leather sole, flat heel. Today \$12.00. Simpson's--Second Floor.

Victory Boots for Men

Style 6305-4--Made of Russia calf leather. Cozy medium-shaped toe--extra heavy single best oak soled, flat heel. Sizes 5 1/2 to 10. Today \$12.00.

Hundreds of Untrimmed Shapes Newly Arrived in the Millinery Department



Priced Moderate, \$3.50 to \$5

Shapes that show a distinct and different trend, featuring particularly the close-fitting brimless or tiny brimmed style, the side roll, the 'new' Victorian Watteau, the demure pokes, and many others. They are in plain and hand sewn lisle, fine Jay miller hemp, and the newest rough straws and braids--while all the lovely spring shades are represented. The styles illustrated hint of their smartness and variety.

A--New tailored shape in lisle for the matron. Sharply turned-up, 'side brim, and cut-away front. Style No. 203. Price \$4.50. B--Very fine lisle shape, suggesting the new Watteau. Extremely smart. Style No. 427. Price \$5.00. C--One of the chic popular four-cornered shapes, in row and row lisle. Price \$3.50. D--Row and row lisle shapes of the Napoleonic idea. Note the cunning kinked sides. Style No. 303. Price \$5.00. New Buckram Shapes, for the Home Milliner--All the most fashionable New York styles are here. Priced 50c to \$1.25. Simpson's--Second Floor.

Wool Jersey Is More Popular Than Ever

Indeed, fashion is bestowing upon it greater favor than ever--for, according to the latest bulletins, it is "the most wanted material for sports wear in the coming season." A new shipment has just arrived--new heavy qualities, in exquisite shades of Victory, navigation and navy blues, dust, Venus, rose, trout, smoke, Lincoln purple, white and black. 54 inches wide. Yard, \$6.50.

Among Other Lovely Spring Fabrics Are:

Duvel De Laine--A suede-finished Broadcloth--In rich chiffon satin finish. Yard, \$5.00, \$6.00 and \$6.50. Cream Skirtings and Sailing Fabrics--In Jersey, gabardine, flannel, serge, etc. 50 to 54 inches wide. Yard, \$3.00 to \$6.50. Simpson's--Second Floor.

Three Specials from The Oriental Silk Section

\$2.50 Ivory Wash Satins, \$2.19 Yard--Part of a recent huge purchase, guaranteed first choice "non-slip" qualities. Today, yard \$2.19. \$2.50 Ivory Crepe Faconne, \$2.24 yard--Some-times called Japanese Jersey, a beautiful, weighty fabric. 33 and 35 inches wide. Today, yard \$2.24. Natural Shantung Pongees, 88c yard--Extra fine qualities, 33 inches wide. Regularly \$1.00 and \$1.19. Today, yard 88c. Simpson's--Second Floor.

The Black Silk Sale

Only Two Days More of This Event.

Black Silk Peau de Soies, Chiffon Taffetas and Black Duchesse Satins--Various weights and finishes. \$3.00 value, for, yard, \$2.68. Black Satin Messalines, Paillettes and Chiffon Taffetas--French and Swiss weaves. Regularly \$2.38 and \$2.44. Today, yard \$2.10. Simpson's--Second Floor.

Philippine Nightgowns and Envelope Chemises

Made of extra fine muslin, hand sewn and embroidered in several charming designs. Nightgowns have round V necks, and fronts exquisitely hand embroidered. All sizes in the lot. The Envelope Chemises also have hand embroidered fronts. Some have reinforced seams under arms. Regularly \$5.00 to \$6.50. The extreme of good value. Today \$3.95.

White Cotton Drawers, in wide umbrella style, with frill of Swiss embroidery. Today 59c. Bangalow Aprons, of good wearing print--some in dark shades, others in neat striped designs. Today 80c. Women's Spring Weight Combinations--Lisle thread, with low neck and no sleeves. Tight knee or wide umbrella style. Today \$1.19. Women's Early Spring Vests--Some with lace yokes. Today 33c. \$2.50 and \$3.50 Corsets for \$1.69--Such popular makes as "Royal Worcester," "E. T.," "D. & A.," "Royale" and "C. B." Made of best quality coutil, in models for slender and average figures. Medium and low bust. Sizes 19 to 30 in the lot. Today special \$1.69. Simpson's--Third Floor.

See the Great Assemblage of New Spring Suits

More Than a Hundred Individual New Styles for Women and Misses

Buying from the leading makers--choosing from among hundreds of the best models, and many materials--the final results are a real reward, and worthy of your early inspection.

Gabardines, Poptins, Tricotines and Serges are among the leading materials, while soft lovely shades of fawn, brown and blue are favored. The box coat--the simulated buttoned back--the waist coat--tucking and cording--much braid, and button trimming--are among many interesting features. Priced from \$35.00 to \$60.00.

Women's Suits Special at \$32.50

100 smart suits, of Botany serge, in navy, sand, brown and black. A splendid assortment of styles--expertly tailored and finished. Extraordinary value at \$32.50.

Misses' Suits Special at \$29.75

A fortunate purchase of styles made to sell at much higher prices. Of Botany serge, in navy, taupe, sand or black. Strictly and semi-tailored styles. No exchanges, no refunds, no C.O.D.'s on this item. Today, \$29.75.



Misses' Serge Dresses for \$19.95

A Fortunate Purchase of \$27.50 Styles. Smart, becoming tailored dress, prettily braided and button trimmed. Close-fitting sleeves, and trim skirts. Made of fine quality Botany serge in navy and black. No exchanges, no refunds, no C.O.D.'s on this item. Today, special, \$19.95.

Women's Poplin Dresses \$16.50 and \$18.50

A choice assortment of attractive styles. Some heavily embroidered--others developed along more tailored lines. Today, \$16.50 and \$18.50.

Girls' Voile Dresses for \$1.95

A great variety of styles in plain and fancy voiles that are as easily and safely laundered as they are chic. Finished with novelty collars and belts, and button trimming. No exchanges, no refunds, no C.O.D.'s on this item. Extra special value today at \$1.95. Simpson's--Third Floor.

Women's Kayser Silk Gloves 90c

Black, white, grey, pongee, navy and mastic. Guaranteed double finger-tips. Sizes 5 1/2 to 7 1/2. Extra special value, today 90c.

Women's Chamoisette Gloves, 79c--Perfectly made from fine suede finish. White only. Today, special 79c. Children's Chamoisette Gloves, 85c--White, grey, natural and tan. Finished looks like real leather. Sizes 2 to 12 years. Today \$5c. Children's Cotton Stockings, 70c--Black and white, fine cotton thread. Closely woven and seamless. Medium weight. Sizes 5 to 8. Extraordinary value, today 29c.

Women's Dark Brown Lisle Thread Stockings, of extra fine quality. Splendid value. Today 59c. Men's New Spring Gloves in tan cape leather, and tan grey suede. Unlined. Sizes 7 to 10. Pair \$1.75. Simpson's--Main Floor.

Toilet Goods List for Today

Grained Ivory Jewel Box, regular \$1.50, special \$1.09. Face Powder, with puff, regularly 26c, special 19c. Brunette Rouge, with puff, regular 16c, special 13c. Brunette Rouge, regular 16c, special 11c. Eyebrow Pencils, regular 16c, special 9c. Roger & Gallet's Hair Tonic, regular 22c, special 20c. Talcum Powder, 1 lb., regular 16c, special 2 for 37c. Mosart Talcum (assorted), regular 26c, special 19c. Toilet Ammonia (for bath), regular 15c, special 11c. Resonant Tooth Paste, regular 21c, special 2 for 37c. Nail Polish (sticks), regular 19c, special 7c. Glycerine and Tar Soap, regular 15c, special 2 for 22c. 3 Palmolive, 45c; 3 Lifebuoy, 24c, for 59c. 3 Toilet Paper, 18c; 3 Castile Soap, for 39c. Colgate's Perfumes (all odors), 19c and 25c. Camphor Cream, regular 25c, special 20c. Almond and Peroxide Cream, regular 27c, special 23c. EXTRA. 100 ozs. Popular Perfume, regular \$1.04, special 79c. War Tax Included. Simpson's--Main Floor.

The Robert SIMPSON Limited