

Telephone Main 7841

Store Opens 8:30 a.m.

Closes at 5:30 p.m.

Open All Day Saturday

Market Adel. 6100

# SIMPSON'S FURNITURE & HOME FURNISHING SALE

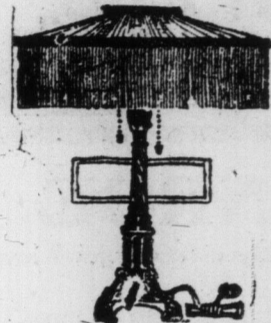
## Silk Shades Are High Tones

*In a Room---Here's An Opportunity*

Those who study the artistic possibilities of their rooms, are alive to the effects a well chosen lamp shade can produce. It stands out as a high color tone in the ensemble of the interior, and usually is chosen to emphasize one of the lesser colors in the rug or tapestry furnishings.

Today special facilities are offered housekeepers in the way of choosing excellent materials, skilfully fashioned into desirable shades. There are twenty-five in the lot, all made by experts in our own workroom.

### Effective Styles



Included are several highly effective styles with scalloped edges and pointed shapes. Some have chintz bands and either plain or chintz linings. All are in 22-inch size. Choice of mulberry blue, rose or gold. Special today, each ..... 13.50

Simpson's—Fourth Floor

## A New Spring Hat!

Just arrived—new lisere shapes, in the rich lustrous finish that proclaims the fashion for "Spring" hats in the new season. Turbans, close-fitting styles, roll sides, sailors, mushrooms and chin chin are all here, but each has some different tilt or curve to denote their newness. Black, navy, nigger and taupe predominate and they are very specially priced from \$3.50 to \$6.50

### Lisere Ready-to-Wears

The latest ideas are expressed in these very smart hats of fine lisere straw. All banded with silk cord ribbon and finished with silk linings. Black, brown, navy, nigger and taupe. Extra value today, \$5.00 to \$6.50.

Simpson's—Second Floor

## Dressy Tailored Suits

Importations from New York that reveal the style tendencies of the new season and provide choice for those who desire exclusive advanced models.

Most of these stunning suits are of the ultra-tailored mode that lead the way for Spring. While materials include tricotines, Poiret twills, serges, gabardines and very snappy, very new colored checks. Priced, \$45.00 to \$100.00.

Simpson's—Third Floor

## When You Come Home Tonight

What pleasanter prospect in all the world than the gleam of warm light in one's own window of a cold night? Creaking homeward through the snow, ears tingling, the day's worries all laid behind, senses keyed up to dinner and the pleasant aftermath of relaxation. Can it be surpassed?

But do you get the maximum of relaxation? Are your "lazy" chairs big and inviting? Does the firelight glow on soft, warm-colored rugs? Do the portieres in their colorings and texture satisfy the mistress of the home? Aren't there several little housefurnishing details you have long felt your home requires?



That is where the Home-Lovers' Club will help you. Firstly, it brings you all these things without requiring you to undertake the total outlay at once. A genuine consideration! Secondly, it advises you expertly on all matters of furnishings. And, thirdly, if you join the Club now, you will be able to participate in the great advantages of the Furniture Sale now under way. The Club is organized for your convenience. It invites your membership. See the Secretary, and join today.

**The Home-Lovers' Club**

Simpson's—Fourth Floor

## Simpson's Salons for Imported Gowns

### New Spring Frocks Arrive Daily

Exclusive individual models, mostly created from taffetas, in soft chiffon weaves. Georgettes in rich heavy qualities and unusual combinations of these two lovely fabrics.

Exploiting the vogue for simple, graceful lines and novelty of adornment, and certain of success with women who long for individuality in dress. To describe a few of the most recent arrivals:

Navy taffeta is seen in a unique frock with two bunched ruffles about the hips and short sleeves. A wee vestee, collar and cuffs are of dainty white batiste, with block design in baby blue, while airily floating from hip to hem is a narrow navy faille ribbon embroidered in blue and gray. Price .. 90.00



### A Tete de Negre Taffeta

The new graduated skirt gathered into a cuffed hem with an upturned ruffle, a broad sash and slit sleeves, are interesting features of a tete de negre taffeta. The whole is glorified by gold tinsel embroidery in Persian design. Price ..... 125.00

"Time doth not wither nor custom stale the infinite variety" of ways in which georgette may achieve wonderful frock effects. Here we see it in brown, with bodice, irregular tunic and sleeves embroidered in handsome geometrical design in brown and old gold. Imagine, too, the beauty of a girle of woven gold and silken threads. Price ..... 110.00

Taffeta and georgette fetchingly combine in a model of navy chiffon taffeta, whose short slit tunic and panelled bodice reveal an underdress of navy georgette splashed with great tinted mums. Otherwise, the only adornment is stitched flutings and a hugely bowed sash. Price ..... 125.00

Simpson's—Third Floor



## The Wise Buy Furs Now

*When Prices Are Most Reasonable*

For they know that the upward advance of the fur market is likely to result in higher prices another season. Here are beautiful furs of "Simpson" quality from which to choose.

Dark Gray Australian Opossum Stole. Long shawl, with pockets in ends. Priced, \$67.50 to \$90.00.

Pointed Fox Animal Scarfs of exceptional quality, \$110.00. Muffs to match, \$110.00.

Smart Ermine Cravats ..... 32.50

Genuine Silver Fox Scarfs, beautifully marked and wonderful values, \$575.00 to \$650.00.

Mole Neckpieces, \$20.00 to \$185.00.

Mole Round Muffs ..... 36.00

Misses' Taupe Fox Sets, in animal style ..... 44.50

Simpson's—Second Floor



## Suits Sport Cannot Injure

Red cheeks and bright eyes follow sliding down the icy hill or playing "shinny" on the pond. But, sometimes, too, a weary hour with the mending needle follows these playtime adventures. Isn't it advisable to secure boys' suits that are made to endure? Suits into which Simpson's clothing experts put high quality workmanship?

### Boys' Belter Suits, \$16.50

Style and endurance combined in wool and cotton mixed tweeds. Quiet gray and green combinations in Belter model, bloomers, belt loops and governor fasteners. Sizes 6 to 12 years, 24 to 30 ..... 16.50

### Suits for Small Boys

Nicely cut Junior suits in Norfolk model, 3/4-belt, buttoned up close to neck, with deep collar. Wool and cotton tweeds, knicker pants with waistband. Sizes 3 to 8 years, at .. 10.50

### A Warm Pair of Knickers

Warm lined knickers for cold weather. Gray mixed stripes and checks and blue worsted finish materials. Sizes 3 to 10 years, at \$2.25 and \$2.50.

Simpson's—Second Floor

## A Young Man's Shoe

*That Meets All His Particular Wishes*

Because it has the shape that appeals to the man taking pride in his personal appearance, and because it has the "stuff" in it that extends its life and its finish into several seasons, the Victor boot holds an established place in masculine preferences. The lines correspond with those most popular, yet the boot is designed to be comfortable. The word Victor spells its quality.

### Distinctive Lasts

Here are three types which have won a reputation for satisfaction:

No. 6301-3—Men's Gunmetal calf, laced, recede toe, smart and graceful. A big favorite with dressy men. Widths B, C, D. Sizes 5 to 11 ..... 13.00

No. 6107-3—Men's Vici Kid bal, straight lace, genuine Kangaroo tip. This is a distinctive last worn by men who seek both comfort and style. Widths B, C, D, E. Sizes 5 to 11 ..... 13.00

No. 6301-3 F—Men's Havana Brown calf, laced, recede toe. This is the boot for the young man who desires to be tastefully dressed and comfortably fitted. Widths B, C, D. Sizes 5 to 11 ..... 13.00

Simpson's—Second Floor



The Robert SIMPSON Company Limited

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ber Co., \$1000  
brook Bros.,  
\$200; E.H.S.  
\$500; John M  
G. Georhan  
\$200; Colten  
\$500; John M  
Drug & Che  
Mrs Holme  
\$500; Exonim  
Johnston Co  
Bon, \$1000; P  
A. R. Clarke  
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