

Many Special Selling Events at Simpson's Today



Arrow Shirts

\$2.00, \$2.50, \$3.00

Qualities, Today

\$1.29

1,500 shirts, "Arrow" and "Forsyth" brands; the kind of shirts, both in quality and patterns, that we have sold this season at \$1.50, \$2.00, \$2.50 and \$3.00. They have double soft cuffs, and embrace a great variety of handsome patterns. Sizes 14 to 17. A great rush sale this morning at \$1.29 each, or

4 for \$5.00

Orders Taken Today for Suits Custom-Tailored to Your Measure

\$28.50

We guarantee to fit you in a perfectly tailored suit of English, Scotch or Bannockburn tweed—one that will be satisfactorily lined, and just right in every way. It will be cut to your figure, tailored to your requirements, and we will make it our business to make you a suit you will like. If ordered today the price will be only \$28.50.

You Should Buy Stockings

for a Whole Season During This Big Sale

and you will, too, if you get to see how good the values are that we are now offering. There are still thousands of pairs—and every pair in the sale is a value of noteworthy excellence.

Women's Heavy Thread Silk Hose, manufacturers' samples, full fashioned with deep-lisle thread top, fancy circular stripes in colors, new spring shades and plain black and white. A \$2.00 quality. Wonderful value today at \$1.49.

Women's "Gordon" Brand Silk Hose, samples and factory odds and ends, full fashioned from heavy pure thread silk, in colored checks, new lace effects and stripes. Worth \$2.25; to \$3.00. Today, \$1.79.

Women's Silk Luxite Hose, manufacturers' seconds of a \$1.25 quality. Pure thread silk woven with a mercerized lisle, making an extra strong good wearing hose. Black, white and colors. 59c.

Women's Lisle Thread Hose, seconds of a 75c quality of the well known "Mercury Brand." Full fashioned with deep double garter welt. Black and white. 49c.

Women's Fine Soft Cotton Hose, mill seconds of a 50c quality.

Black, white and some colors. Splendid value, today, at 32c.

Women's "Penangle" Brand Black Cashmere Hose, seconds of a good weight \$1.25 quality. Saturday's sale price, 79c.

Women's All Wool Dark Brown Cashmere Hose, mill seconds of an excellent \$1.59 quality. Today, at \$1.10.

Boys' "Hercules" Ribbed Black Cotton Hose, extra heavy weight, strong school stockings, slightly defective, 2-1 ribbed and seamless. Sizes 8 to 10. Usual 45c value. Today, only 29c.

Children's Mercerized and Plain Lisle Thread Hose, fine one and one ribbed. Black and white. Sizes 4 to 10. Usual 50c value. Today, 35c.

Men's Silk Sox—Fibre silk and pure silk. A grouping of samples and seconds, all splendid qualities. Black, white and colors. All sizes. Worth 75c. Today, 49c.



Great Overcoat Clearance!

\$18.00, \$20.00, \$22.50 and \$25.00

Overcoats Today \$13.95

Double-breasted storm ulsters, trench coats, ulsterettes, plain Chesterfields and young men's form-fitting belted models—every coat perfect, every coat a beauty—and every coat a rare bargain. Sizes are 34 to 44.

There are 85 in the lot, and the 85 men who get them will be fortunate, indeed. This season they are \$18.00 to \$25.00—but as you will now be buying for next season, also, the savings are even bigger, for next fall such coats will cost more than \$18.00, \$20.00, \$22.50 and \$25.00. Today you may choose from the lot at \$13.95.

A Big Sale of Pictures at 59c

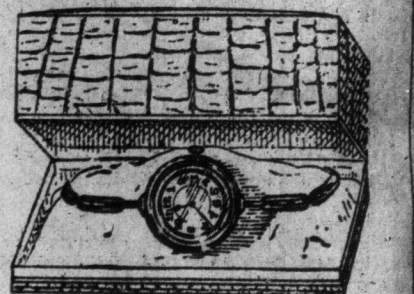
A special purchase enables us to offer these picture today for much less than they usually sell at. They comprise pictures in color from famous paintings. Beautiful landscapes and seascapes, mounted on white and brown mats, framed in a 1-inch gilt moulding with ornamented corners. Sizes 1 to 12 and 8 x 18. Special today 59c.

Save \$10.00 on These Watches

12 only, Men's High-grade 21-Jeweled Watches in the popular 12 size, thin model, hunting style, closed back and front; fitted in a Fortune quality gold-filled case, in plain and engine turned patterns. Regularly \$30.00. Each, \$19.99.

Sterling Silver Fancy Pieces, \$1.98

Including Cold Meat Forks, Fruit or Berry Spoons, Gravy Ladles, Salad Servers, etc. Regularly \$4.00, \$5.00, \$6.00 and \$7.00 each. Today, \$1.98.

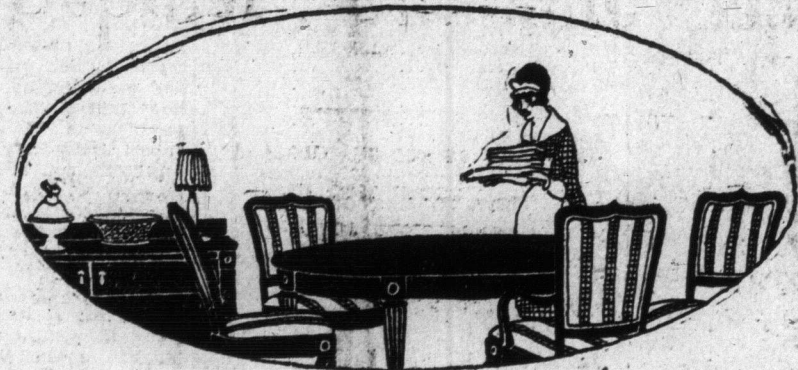


15-Jeweled Convertible Bracelet Watches \$9.95

35 only, Women's 15-jeweled Expansion Wrist Watches, in a thin model; very much smaller than the average wrist watch; fitted in a high-grade gold-filled convertible case, and detachable bracelet, with separate links; can be worn on a chain or chainelette, as well as a wrist watch. Regularly \$15.00. Today, \$9.95.

The February Furniture Sale Again Today Presents Grand Opportunities to Save on Substantially Built Furniture

Buy Through the Home-Lovers' Club Secretary's Office 4th Floor



The Specials in Furniture for Today Are Worth Investigating

Fumed or Golden Oak Extension Tables. Regular \$20.00, for \$15.45.

Chiffoniers, of quarter-cut oak, in fumed or golden finish. Regular \$22.75, for \$17.25.

Princess Dressers, of veneered mahogany, fitted with large mirrors. Regular \$27.00, for \$23.25.

Buffet, with heavy plank top, colonial pillars, in fumed or golden finish. Regular \$41.00, for \$28.65.

Dining-room Chairs, of fumed or golden oak, with seats of genuine leather. Regular \$22.00, for \$18.15.

Set of Six Golden Oak Dining-room Chairs, movable leather seats. Regular \$31.00, for \$22.95.

Eight-piece Oak Dining-room Suite, including buffet, table and six chairs, golden or fumed finish, all solidly built and in pleasing design. Regular \$74.50, for \$56.00.

Extension Table, of quarter-cut oak, with top 45 in., square barrel-shaped feet, fumed or golden finish. At \$15.45.

Golden Oak Dining-room Chairs, with leather seats. Set of six. Regular \$22.00, for \$18.15.

Buffet, with heavy plank top and colonial pillars, fumed or golden oak. Regular \$41.00, for \$28.65.

Buffet, of solid quartered oak, William and Mary design, fumed finish. Regular \$42.50, for \$34.50.

Colonial Buffet, of quartered oak, fumed or golden finish, raised front and large mirror. Regular \$32.50, for \$22.45.

William and Mary Buffet, of beautifully worked oak, in fumed finish, having shaped mirror, etc. Regular \$42.50, for \$34.50.

Extension Tables, of solid oak, in fumed or golden finish. Regular \$14.25, for \$10.15.

Library Tables, of quarter-cut oak, in fumed or golden finish, mission design. At \$15.95.

Five-piece Brass Bed Outfit, consists of bed, seagrass mattress, wire fabric spring, and two feather pillows. Regular \$30.85, complete. Today, at \$23.70.

Brass Bed Outfit, consisting of bed, jute felt mattress, and interlaced double wire spring. Regular \$48.25, complete. Today at \$37.20.

Six-piece Brass Bed Outfit, consisting of double bed, fumed quarter-cut oak dresser, jute felt mattress, interlaced and supported woven wire spring, and two pillows. Regular \$60.75, complete. Today, \$43.80.

Princess Dresser, genuine veneered mahogany front and top, shaped standards and drawers, back fitted with large oval plate mirror. Regular \$27.00. Today, \$23.25.

Chiffoniers, in genuine quarter-cut oak, fumed or golden finish, three deep and two small drawers, wood-trimmed, heavy back standards, large mirror. Regular \$22.75. Today, \$17.25.



Homelovers' Homilies

When father and son took the donkey to market, you remember, one passer-by and another jeered at them, first because the father rode, the next because the son rode, then because both rode, and then because neither rode—until the exasperated pair were driven to the absurd expedient of carrying the donkey.

Advice from others is all very well in housefurnishing, but after all it is you who are going to live in the house; and it is you who must be pleased. So a very good motto is "PLEASE YOURSELF." You'll find this "please yourself" spirit very much in evidence in all our homefurnishing departments, both in the matter of selection and payment. Advice is given if asked for; so also is the accommodation of the HOME-LOVERS' CLUB.

These Special Prices in Rugs and Linoleums Will Make a Trip to the Carpet Department Worth Your While

Amminster Rugs, \$21.95.

Amminster Rugs, in rich and handsome colorings, Oriental designs. Ideal rugs for dining-room or den. Size 6.9 x 9.0. Today at \$21.95.

Tapstry Rugs, \$15.95.

A good wearing quality, Scotch made, in new designs and good colors. Small all-over patterns or medallion effects. Size 8.0 x 10.6. Today, \$15.95.

Brussels Rugs, \$8.95.

For small bedrooms or sewing-rooms. In dainty colors or in soft dark shades that will not show the dust and wear. Strongly woven. Size 4.5 x 7.5. Excellent value today at \$8.95.

Amminster Rugs, \$3.45.

In five different designs, showing small pattern or large medallion.

Non effects in rich oriental colors. Will give excellent wear, and are equally suitable for hall, living-room or bedroom use. Size 27 x 54 inches. Today, \$9.45.

Stair Oilcloth.

New designs in a well-seasoned oilcloth, with bordered sides, suitable for passages and stair use. A few rolls being slightly marked in the printing, we are selling at a second. Heavy painted back quality. 27 in. wide. Today, yard, 38c. 22 in. wide. Today, yard, 32c. 18 in. wide. Today, yard, 28c.

Felt-Base Oilcloth.

Reliable and guaranteed to give good service; thoroughly seasoned and in good tile, conventional and block patterns. Splendid glazed finish, easy to clean; 2 yards wide only. Extra special value. Today, per square yard, 32c.

Sale \$2.95



Trouser Sale Extraordinary!

The Low Price is the Result of a Big Special Purchase of Short Lengths of Quality Suitings. Don't Miss the Opportunity

We purchased 350 short ends of suitings that were not big enough for suits, and had them made up into pants. Of course we got them cheap—that is why you get these pants cheap. A great variety of patterns made up into splendid pants for men who want to finish out the season with the old coat and vest, but would like to match them with a new pair of pants. Sale price today, \$2.95.

The Robert SIMPSON Limited