

Telephone Main 7841

Store Opens 8:30 a.m.

Closes at 5:30 p.m.

Open All Day Saturday

Market Adel. 6100

The Furniture Sale
From day to day, here great opportunities for you to secure your needs at prices reduced far beyond ordinary.

The Robert SIMPSON Company Limited

A Man's Dinner
In the Palm Room the Business Man may obtain a substantial meal in which the food is cooked to his liking and served daintily.



The Second Day of Our Fascinating Spring Fabric Display

Presents for Your Inspection the Newest Weaves Fashion Has Launched for the New Season

Fashionable Woollen Frocks Fabrics

Include all the favored new shades, as well as navy and black, in:
New Crepe Satin Theresa, yard, \$5.00.
New Faillie Silk Poplin, yard, \$4.00 and \$5.00.

The Smartest Fabrics for Suits

Are showing particular favor to wool tricotine in navy, which is priced at \$7.50 and \$8.50 yard. Other beautiful suit fabrics, mostly in navy, fawn, brown and new blue shades, are:

Goldtone Suitings, yard, \$8.50 to \$10.00.
Silverstone Suitings, yard, \$7.50 to \$10.00.
Kitten's Ear Broadcloth, yard, \$7.50 to \$10.00.

Printed Fabrics Dominate the Silk Mode

Almost every conceivable color-combination is displayed and there are plain shades to harmonize or contrast with each. Yard, \$1.95 to \$6.50.

Other wonderful printed fabrics are:
New Printed Pussy Willows.
Exquisite "Morning Glory" silks.
Silk and Satin Foulards.

Hail to the Embroidered Silks!

which have captivated Paris by their beauty, originality and the way in which they adapt themselves to the most stunning frocks Milady's heart could wish.

Silks, satins and crepes are richly embroidered with gold, silver or contrasting tones of silk. Yard, \$5.50 to \$25.00.

Many Other Beautiful Weaves
-too numerous for description, but listed as your guide to what Fashion favors:
Metallic Silk, yard, \$5.00 to \$25.00.
Silk Tricotines, yard, \$7.50 to \$12.50.
Striped and Checked Silks, yard, \$3.50 to \$6.50.

Today Brings Unusual Whitewear Values

Nightgowns, \$1.49—Excellent quality white cotton. Slip-over style, with round or V-shaped neck and short sleeves. Pretty lace or Swiss embroidery. Today... 1.49
Women's Underskirts, \$1.19—Strong white cotton. Gored style, with deep flounce of self, edged with lace. Popular lengths. Today... 1.19



Children's High Grade Garments 1-2 to 1-3 Less

No Phone Orders, Please
Infants' Short Dresses, Long Skirts and Robes, and 2 to 6-Year Dresses, \$1.19 to \$9.50. Splendid garments from a leading manufacturer. The materials include fine lawns, mulls, organdies, georgettes and crepes de chine, in a host of daintily hand-embroidered and lace-trimmed styles.



Sizes in the lot, infants' to 6 years.
Prices in the lot, \$1.19 to \$9.50.

Children's \$1.00 White, Fleece-Lined Sleepers 49c

No Phone Orders, Please
Made in button-front and drop-seat style, with attached feet. Sizes 9 months to 1 year.

Girls' Middies and Skirts, Half Price

\$1.50 to \$3.00, at 75c to \$1.49
All balances from stock, including slightly counter-soiled garments. Middies are smartly trimmed with contrasting colors and braid. Band and waist attached styles.
Sizes 6 to 14 years in the lot, but middies up to 10 years only. No phone orders, please. Regularly \$1.50 to \$3.00. Half-price, 75c to \$1.49.

Fabric Fashion

In the Spring a young woman's fancy turns, not lightly, but very seriously, to the thoughts of her new wardrobe. How important, then, that the fabrics which go into the making of modish apparel, be chosen with an eye to smartness, becomingness and adaptability to the many occasions of the season.

Just now, as you know, our Fabrics Shop is holding its formal display of Spring weaves. To be certain of obtaining the newest and toveliest for the frock suit or coat (or, indeed, for any chic wearable your mind is intent upon) you should

Linger Awhile

among these glorious fabrics—catch the gleam of shimmering silken surface, the splendid riot of coloring, whose subtle charm glows and changes and shifts with each new vision of it—crush the soft, velvety woollen fabrics with your fingers so that you may feel their beauty. Then only will you realize that the wide-world weavers have fashioned, and Simpson's have gathered together for Spring the most fascinating silk and woollen weaves that have ever been shown.

The Craze for Embroidered Fabrics

—is one of the interesting, nay, a positively consuming phase of the mode. Black silk designs against a background of jade, Maeterlinck blue, Pekin, castor, taupe, gray or navy, in the following fine fabrics:

- Silk and Wool Faillie Poplin.
Silk and Wool Satin Theresa.
Silk and Wool Crepe Ondine.
Wool Trico Jersey.
Chiffon Serge.
Wool Tricotine.

New Spring Suits for Misses

Particularly trig are the new Bolero suits with gay vestes of novelty silks, loose bell sleeves and skirts that frequently show accordeon pleating.

Out fitted tailleur and straight-line suits express a wealth of refinement and quality, gained to a large extent from the fineness of the tricotine which usually fashions them.

Where color is concerned, navy is far in the lead—a fortunate feature, too, because this year, more than ever, you look for durability in choosing your suit. For sports wear, heathertone jersey suits are very smart. Priced, \$47.50 to \$135.00.

Simpson's—Third Floor.

Breakfast in the Palm Room

will make your whole day brighter

A meal of appetizing, well-cooked food and a delightful, cheery place to eat it in. Could anything be better calculated to put you in the best of humor—a splendid start for your day?

Simpson's—Sixth Floor.

Fine English Fiction at 50c

Four Feathers, by A. E. W. Mason.
Wild Geese, by Stanley J. Weyman.
The Manxman, by Hall Caine.
Sailor Knots, by W. W. Jacobs.
Three Miss Graemes, by E. MacNaughton.
Old Wives' Tale, by Arnold Bennett.
Marriage, by H. G. Wells.
Witch of Prague, by E. Marlon Crawford.
Rodney Stone, by A. Conan Doyle.
Prestor John, by John Buchan.
Riddle of the Sands, by E. Childers.

Simpson's—Main Floor.

SHOPPERS' DAILY GUIDE

BASEMENT
Simpson's Market.
Aluminum Set, a specialty priced.
MAIN FLOOR
Special values in Men's Underwear.
Youths' Suits and Overcoats.
Men's Gloves, half price.
Women's Silk Stockings.
Notions you will need in the Sewing Course.
Fine English Fiction, 50c.
Pearl Rings, half price.
SECOND FLOOR
Second day of the Spring Fabric Display.
Spring Hat specials.
Splendid Boot Values for women.
Two Specials in Wash Goods.
Boys' Clothing reduced.

THIRD FLOOR
Misses' New Spring Suits, Dress and Skirt Specials.
New Tailored Suits for women.
Porch Dresses, \$5.95.
Silk Waists, \$4.95.
Children's Wear, 1-2 to 3/4.
Unusual Whitewear Values.
FOURTH FLOOR
Bedding Specials.
A day of Chintz Specials, Rugs and Carpets.
FIFTH FLOOR
The February Furniture Sale.
SIXTH FLOOR
Breakfast in the Palm Room.
Paints and Wall Papers.

Blackburn Dressmaking Course

Ticket Holders Will Please Note That
Class C Meets at 9:30 a.m. Today
Class D Meets at 2:30 p.m. Today
In the Lecture Room, Fifth Floor
As the classes have become filled to their capacity rapidly, there are no more tickets available.

Simpson's—Main Floor.

Notions You Will Need in the Sewing Course

- Tape Measures, 60 inches long... 5
Dean's Linen Tape Measures, not-stretch, 60 inches long, 20c and 25c each... 10
Coats' Sewing Thread, 200-yard spools, white and black, all sizes, spool... 10
Invincible Pin Sheets, 400 plated pins to sheet... 5
Dress Shields, small, medium and large sizes... 5
2 pairs for... 25
Cling Socket Dome Fasteners, white and black, all sizes, 2 cards for... 25
Smart Set Hooks and Eyes, all sizes, card... 5
Sewer's Skirt Setting, 2-inch, white and black, yard... 20

Splendid Boot Values for Women Today

Women's Lace Boots, \$5.95. Black, Havana brown and gray kid leather, brown and black calfskin and patent colt leather. 12 different styles and patterns. Long and medium vamps, plain and imitation toe caps. High, Spanish and Cuban heels. Several good sport models with perforated toe caps and new walking heels. Values up to \$10.00. Today \$5.95

Women's Pumps and Oxfords \$6.45

Patent leather, black, brown and gray kid pumps and Oxfords, with plain and fancy toe caps. Long and medium vamps. The pumps are suitable for street or evening wear. Leather, Spanish or Louis wood-covered heels. The Oxfords consist of several patterns and new Spring styles, low walking heels or Spanish heels for afternoon wear. Today... 6.45

3 Stock Lines Boots \$8.00

For growing girls. Made of highest grade Havana brown and black calfskin leathers. Semi-recede toe shapes, nice low heels for growing girls, stout Goodyear welted soles, imitation toe caps. Sizes 2 1/2 to 7. Today... 8.00
Fitted by Expert Sales Clerks. Sold in our Shoe Department, Second Floor.

New Tailored Suits for Women \$42.50

Charming styles—examples of the smartest imported designs—tailored, fancy tailored, braided and finished with stitchings or buttons. Made from pure wool serge, in navy or black, with plain or fancy linings. Sizes 32 to 42. Special value at... 42.50
Simpson's—Third Floor.

Wash Goods Specials

1,000 Yards White Gabardine, 49c Yard—Less than half today's value. Yard wide... 49
2,400 Yards Japanese Velours, 39c Yard—Up-to-date designs. Stripes, checks and plaids 29 in. wide, \$1.00 value. Today, yard... 39
Simpson's—Second Floor.

Extra Values in Bedding

Double Bed Sheets, \$5.65
Pair
Hemmed ready for use. Full double bed size. Sheets made from a heavy quality plain weave sheeting. 76 x 100 in. Today, pair... 5.65

Irish Embroidered Pillow Cases, \$2.95 Pair
Linen Finished Cotton Pillow Cases. Fine embroidered designs. Neatly hemstitched, 44 x 36 inches. Specially priced for today, pair... 2.95

Union Wool Blankets, \$12.95 Pair
Made in Canada. White union wool blankets. Pink or blue borders. Whipped ends. Soft, warm and serviceable. 68 x 86 in. Today, pair... 12.95
Simpson's—Fourth Floor.

Extra! Pearl Rings Half-Price

Extraordinary sale of 75 14k. Real Whole Pearl Rings, in single, three-stone and five-stone styles.
Single Pearl Rings 14k. gold. Regularly \$5.00, \$7.00, \$10.00, \$12.00 and \$22.00. Today, half-price.
Simpson's—Main Floor.

Men's Gloves Half Price

Dent's Sheepskin (Called Capeskin) Gloves, \$1.39—Tan, gray and brown lined, soft, pliable leathers, dome fasteners and outsewn seams, 7 to 10. Regularly \$3.00 and \$3.25. Today... 1.39
Simpson's—Main Floor.

Silk Stocking Specials

One—\$1.50 Silk Seconds. 95c—Women's Black, White and Colored Silk Stockings, manufacturers' mill seconds. Some slight defects, not in the silk. All sizes. Today... 95c
Simpson's—Main Floor.

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