

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

SIMPSON'S FRIDAY BARGAINS

12 Exceptional Bargains in The Hosiery Sale

Women's Outside White Cotton Stockings. Mill seconds of 43c quality. Hosiery sale, 29c.

Children's Plain Cotton Stockings in tan, white and black. Sizes 5 to 8, 35c kind. Hosiery sale, 20c.

Women's Two-tone Shot Stockings. Cashmere and cotton mixture. Black with red, white or blue, 85c value. No phone orders. Hosiery sale, 49c.

Women's Fine Plain Cotton Stockings in black, white and brown. Mill seconds of 43c quality. Hosiery sale, 29c.

Women's Fibre Silk "Hose" in black and white. Slightly defective. 65c kind. Hosiery sale, 3 pairs \$1.00. Pair, 35c.

Women's Black Cashmere Stockings. \$1.00 value. Hosiery sale, 65c.

Women's Lisle and Cotton Stockings, in black, white and colors. Mill seconds of 50c quality. Hosiery sale, 33c.

Boys' and Girls' Ribbed Black Cotton Stockings, 39c value. Hosiery sale, 29c.

Women's Fibre Silk Stockings, in black, white, tan and brown. Mill seconds. Hosiery sale, 55c.

Men's Fibre Silk Sox, in black, white and great range of colors. Mill seconds of 75c quality. Hosiery sale, 3 pairs \$1.00, pair 35c.

Men's Plain Cotton Socks, in black, natural and mauve. Unusual value. Hosiery sale, 59c.

Men's Cashmere Socks, with small percentage of cotton, black and natural. Hosiery sale, 59c.

Simpson's—Main Floor.

Bargains in Children's and Infants' Wear

600 CHILDREN'S WASH DRESSES, 60¢—A splendid opportunity for mothers to purchase a full supply of dainty spring dresses for the kiddies at a low price. Fine washable striped percale in high-waisted style, with pearl button trimmed chambray yoke. Colors open and white, pink and white, and navy and white. Sizes 2 to 6 years. Marvellous value. Today, 49c.

ELASTIC HOSE SUPPORTERS, in white or black. "Peterabbit" make. Sizes for infants, children and misses. Regularly 35c. Friday bargain, 22c.

CHILDREN'S SPRING VESTS of ribbed, soft white, combed cotton. High neck and long sleeves. Sizes 6 to 12 years. Regularly 75c. Today, 39c.

INFANTS' WOOL OVERALLS, with feet attached. Sizes to 2 years. Balances of \$1.50, \$1.75 and \$2.25 lines. Friday bargain, 95c.

INFANTS' WHITE WOOL SWEATER COATS—Long sleeves, dainty collars. Sizes 6 months to 2 years. Regularly \$2.75. Today, \$1.85.

Simpson's—Third Floor.

\$2.95 Bargain Silk, Crepe and Georgette Blouses

A splendid lot of smart new waists. White and flesh georgette—white, flesh and maize crepe de chine—and green, taupe, brown and burgundy satin, finished with habutai. Sizes 34 to 44 in the lot. No exchanges, no refunds, no C.O.D.'s. Regularly \$3.95 to \$5.95. Today, \$2.95.

White and Colored Voile Waists Bargain---79c

Pink, maize, navy, grey and rose voile, made up in many smart designs. Also white or combination white with light colors. Sizes 34 to 44 in the lot. No exchanges, no refunds, no C.O.D.'s. Today, only 79c.

Simpson's—Third Floor.

Women's Boots 2.49 Bargains at

No Phone, Mail or C.O.D. Orders, No Exchanges, No Refunds on Sale Footwear.

We bought cancelled orders and floor stock of Lady Bell Shoe Co., at about one-third their regular prices. We offer the entire purchase at about half usual selling price, 1,000 pairs of women's patent leather boots, button and lace styles. Mostly plain vamps, with black cloth or dull kid tops. All sizes, 2 1/2 to 7. Also about 1,000 pairs Ames-Holden-McCreedy samples in patent, gunmetal and black kid. Sample sizes only. All one price, today, \$2.49.

Men's Boots \$2.49

About 300 pairs, odd lines, blucher and button styles, patent leather, box kip, gunmetal, mostly made on full width lasts. Some have Goodyear welt soles. Not all sizes in each line, but all sizes in the lot, 6 to 10. Values up to \$5.00. Today, \$2.49.

Boys' Boots, \$1.99—Box kip leather, full fitting lasts. Sizes 11, 12 and 13, and sizes 1 to 5. All one price, today, \$1.99.

Children's Boots, \$1.19—Black kid leather, button style, turn sole. Sizes 4 to 7 1/2. Today, \$1.19.

Simpson's—Second Floor.

Where to Dine

Our Palm Room is quiet and restful. Satisfying breakfast, lunch or afternoon tea served at moderate charge.

French Pastry

Selling daily after 10.30 a.m. at a counter just outside the Palm Room.

Wedding Cakes and other goodies made to order.

Simpson's—Sixth Floor.

The **SIMPSON** Company Robert Limited

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

Bargain Price Sale Misses' Serge and Satin Dresses

Wonderful values, chic styles, with panel and braid trimmings, in excellent quality fine serges and charmeuse satins. In dark shades. Regularly \$28.75 to \$35.00. Today, to clear, half price. No exchanges, no refunds, no C.O.D.'s.

Clearing Sale Women's Outside Dresses, Half Price

Regularly \$16.50 and \$18.50.

Taken from our regular stock, made in good quality silk poplin, becoming styles. Colors plum, brown, grey, green, navy and black. Extra large sizes. Regularly \$16.50 and \$18.50. Today, half price. No exchanges, no refunds, no C.O.D.'s.

Big Reductions in Women's Silk and Serge Dresses

Regularly \$19.50 to \$27.50.

Stunning styles taken from our regular stock, made in fine serge and good quality satin. Colors green, brown, burgundy, navy and black. Regularly \$19.50 to \$27.50. Today, \$14.95. No exchanges, no refunds, no C.O.D.'s.

Women's Regular \$20.00 to \$30.00 Skirts Half Price

Silks, satins, novelty weaves and serges in a large variety of styles and sizes. Novelty pockets and belts, button trimmed. Regularly \$20.00 to \$30.00. Today, half price. No exchanges, no refunds, no C.O.D.'s.

Girls' Heavy Wash Dresses

Regular \$5.75. Today, to clear, \$3.95.

Made in excellent quality heavy twill plaid. Chic styles with pique collar and cuffs, smart little pockets, button trimming. Colors green, brown and blue. Sizes 8 to 14 years. Regularly \$5.75. Today, to clear, \$3.95. No exchanges, no refunds, no C.O.D.'s.

Women's Coats Greatly Reduced

\$15.00 Values, \$7.95. \$30.00 Values, \$14.50.

Comprising dozens of our popular styles that are now offered to clear, in wool velours, pom-pom fabric and fancy curls, in black, navy, grey, burgundy and dark green. Several styles are plush trimmed. Remarkable value, \$7.95 and \$14.50.

Simpson's—Third Floor.

Black Silk Sale

Black satin paillettes, crepe de chine, satin messalines, and a big range of black silk taffetas.

\$2.19 to \$2.38 quantities. Today, yard, \$1.94.

\$2.69 Black Silk Taffetas, 36 inches wide. Various weights. Today, yard, \$2.38.

\$3.00 Black Dress Satins. 36 and 38 inches wide. Today, yard, \$2.69.

Colored Silk Georgette and Crepe de Chine. 40 shades in each weave. Regularly \$2.24 and \$2.50. Today, yard, \$1.95.

Natural Jap Pongee Silks, in fine and medium weights, 33 inches wide. Regularly \$1.00. Today, yard, 78c.

Wash Satins, in dark greens, browns, wine, copenhagen and saxe blues and apricot. 36 inches wide. \$1.50 quantities. Today, yard, 97c.

36-inch Pink and Ivory Wash Satins. Regularly \$2.24. Today, yard, \$1.98.

Simpson's—Second Floor.

Striking Bargains in Misses' Coats

Divided in four lots at wonderful reductions for today's selling. All are of the latest winter styles with a splendid variety of shades and mixtures. Materials are velour, cheviot, whitney cloth and tweed. Self and fur trimmed.

Lot 1—\$17.50 to \$30.00 values, today, \$12.95.

Lot 2—\$22.50 to \$32.50 values, today, \$14.95.

Lot 3—Fur trimmed coats, made of velour of fine quality, with collar of nutria, Hudson seal and French seal. Originally sold from \$45.00 to \$52.50. Half price.

Lot 4—Girls' Coats—fur or self trimmed, of heavy coating. Sizes 8, 10, 12, 14. Values from \$19.75 to \$28.50. Today, \$12.75.

Simpson's—Third Floor.

Bargains in Women's Whitewear and Underwear

Women's Beautiful Philippine Nightgowns, \$4.50. Hand made and embroidered. Sheer nainsook, dainty slip-over styles. Scalloped edges. Regularly \$6.50 to \$8.00. Friday bargain, \$4.50.

Camisoles of Jap silk, with yokes of rich lace. Friday bargain, 88c.

White Cotton Drawers, with wide frill of real Swiss embroidery. Both styles. Today, 59c.

Women's Brocaded Satin Bloomers, in white or pink. Regularly \$1.25 to \$1.50. Friday bargain, 95c.

Women's Combinations in "Harvey" brand. Finely ribbed cotton in all styles, including the ankle length drawers. Some new mode style. Regularly \$2.50 to \$2.75. Various weights. Today, yard, \$1.89.

Women's Woolen Vests and Drawers, "Watson" brand. Vests, low neck, sleeveless or with short sleeves. Ankle length drawers, closed styles. Regularly \$2.25. Friday bargain, \$1.69.

High-grade Corsets. Wonderful value, such popular makes as "Royal Worcester," "E. T.," "D & A." and "Royale." Best quality coutil in models for slender and average figures. Medium and low bust. Sizes 19 to 30 in the lot. Regularly \$2.50 and \$3.50. Shop at 8.30 a.m. for choice. Today, \$1.69.

Brassieres. Brand new models of strong white cotton. Front and back yokes of heavy lace. Friday bargain, 79c.

Simpson's—Third Floor.

Telephone Main 7841 Markets, Adel. 6100



Bargains in Notions

COATS' MERCER CROCHET COTTON, 3 BALLS FOR 25¢—In white and ecru. All sizes. Today, 3 balls for 25c.

FANCY HAIR COMBS—Set with rhinestones. Regular price, 75c. Today, 49c.

SILK HAIR NETS—Fringe, and with elastic. All shades of brown and black. Today, 6 for 25c.

BEDDING DOWN BED SOCKS—Men's, regular price \$1.25. Today, 63c. Women's, regular price, \$1.00. Today, 50c pair.

Fur Buttons and Fur Heads at Half Price

FUR BUTTONS. Regular prices, 24c to 85c each. Today, 13c to 42c.

FUR HEADS. Regularly 20c to \$1.00. Today, 10c to 50c.

Simpson's—Main Floor.

Bargains in Embroideries Laces

FINE SWISS EMBROIDERY EDGINGS, also heading edges, 2 to 4 inches wide. Scalloped or hemstitched edges. 12 1/2c, 15c and 17c lines. Today, yard, 10c.

CAMBRIC CAMISOLE EMBROIDERIES, 17 inches wide. Also plain longcloth with buttonhole edges. Today, yard, 25c.

FINE FRENCH AND PLATT VALENCIENNES INSERTIONS, 1/2 to 1 inch wide. Regularly 6c, 8c and 10c yard. Today, 12 yards for 25c.

CAMISOLE YOKES, in fine flax lace. Ready to attach to materials. Regularly 35c. Today, each, 25c.

INFANTS' BIBS, quilted and padded, torchon edgings. Today, 3 for 20c.

Simpson's—Main Floor.

Bargains in Jewelry

10k and 14k Pendants Half

Pearl, diamond, amethyst, peridot, topaz and cameo set pendants. 10k or 14k gold. Regularly \$5.00 to \$15.00. Today, half price.

10k GOLD CUFF LINKS, plain dull finish. Regularly \$3.00. Today, \$1.95 pair.

14k CUFF LINKS. Regularly \$4.00. Today, \$2.95 pair.

BRACELETS—Dull or bright finish, plain or engraved. Regularly \$2.50. Today, \$1.49.

PHOTO LOCKETS—Engine turned or engraved. Regularly \$2.00 to \$4.50. Clearing today, half price.

MEN'S RIBBON FOBS. Regularly \$1.50. Today, 75c.

18-INCH PEARL STRINGS. Regularly \$1.95. Today, \$1.29.

Simpson's—Main Floor.

Bargains in Women's Neckwear

Pretty georgette collars, lovely quality, with tucks and hemstitching. Regularly \$1.75 each. Today, \$1.25.

VELLS—Hexagon mesh veils, with chiffon borders, in black and colors. Regularly \$1.50. Today, \$1.00.

Simpson's—Main Floor.

Great Sale of MEN'S SHIRTS

\$1.39

4 for \$5.50

Arrow, Tooke and Forsyth Make

Regularly \$1.75, \$2.00, \$2.50, \$3.00 and \$3.50.

The manufacturers of these "best quality" shirts sold out their accumulated lots and floor stocks to us at a considerable price advantage. All perfectly cut and tailored in most wanted fabrics, patterns and colorings. Soft double French cuffs or laundered cuffs. Coat style. Sizes 14 to 18. Regularly \$1.75 to \$3.50. All one price today, \$1.39, 4 for \$5.50.

Simpson's—Main Floor.

Bargain---Men's Soft Hats \$3.45

Regularly \$4.00, \$5.00 and \$6.00 Grades.

"Leeds" and "Lincoln" quality hats, with the regular price \$4.00 and \$5.00 stamped in the sweatband—also entire stock of velour and G. B. Borsalino hats. Velours are in shades of brown, fawn and black. Friday bargain, \$3.45.

CAPS, 79c—Regularly 95c, \$1.25 and \$1.50 grades. One, four and eight-piece top styles, with and without inside earbands. Friday bargain, 79c.

Simpson's—Main Floor.

Advance Styles in New Spring Millinery \$3.95, \$4.50 and \$5.00

Very chic new styles that combine satin and rough braids. Favoring close-fitting shapes, turbans and small brimmed models. Colors navy, pekin, nigger, taupe, navy and black. Special, today, \$3.95, \$4.50 and \$5.00.

HIGH-CLASS TRIMMED VELVET HATS, \$6.95—Only a few that remain of exceptionally fine quality patterns hats. Mostly in black, and a few colors. Some fur-trimmed. Regularly \$12.50 to \$15.00. Today, \$6.95.

CLEARING UNTRIMMED VELVET SHAPES, 25¢—100 best quality velvet shapes, mostly in black. Smart close-fitting styles. Today, special, 25c.

Simpson's—Second Floor.

Boys' Suits Half Price \$11.75 and \$12.50

Regularly \$23.50 and \$25.00.

Highest grade suits of imported all-wool chevots, tweeds and worsteds, in plain greys, dark brown and red checks, and brown and red stripes—winter weight materials. Single-breasted, semi-norfolk and all around belted models with patch pockets, full-fitting bloomers with expanding knee bands. Sizes 28 to 36, 10 to 13 years. Regularly \$23.50 and \$25.00. Half price today, \$11.75 and \$12.50.

Simpson's—Main Floor.

Great Overcoat Bargain, \$12.95

For the First 60 Men or Young Men

Regularly \$18.00, \$20.00 and \$22.00.

Developed in heavy tweed coatings, ulster model with convertible collar and half belted back. Wool linings. Sizes 36 to 44. Friday bargain, \$12.95.

45 Men's 34-oz. Black Mackinaw Coats, \$5.95. Regularly \$7.95. All-wool material, cut full and roomy. Single breasted, deep military collar. Sizes 36 to 44. Today, \$5.95.

50 Men's Mackinaws, \$9.95—Grey and black, and brown and black, all-wool material, double breasted. Norfolk style. Sizes 36 to 46. Friday bargain, \$9.95.

Men's Trousers, \$2.95—95 pairs dark shades of hard finished tweeds and worsteds. Sizes 34 to 44. Today, \$2.95.

Simpson's—Main Floor.

Bargains in Gloves

WOMEN'S KAYSER SILK GLOVES, in black, white, grey, tan, brown, navy and ponce. All sizes. Friday bargain, 80c.

WOMEN'S WHITE WASH CHAMOISETTE GLOVES, suede finish. Sizes 5 1/2 to 7 1/2. Regularly \$1.00. Friday bargain, 79c.

WOMEN'S WHITE COTTON GLOVES, perfectly finished. Sizes 6 to 8. Unusual value. Today, 29c.

WOMEN'S KAYSER SILK GLOVES, seconds. \$1.50 quality. Black, white and colors. Double tipped fingers. Broken sizes. Friday bargain, \$1.00.

Simpson's—Main Floor.

Bargains in Linings, Sateens

FARMER'S BLACK SATINS, 54 inches wide. Fast black. \$1.50 quality. Friday bargain, yard, 95c.

BROCADE LININGS—High grade Schrienered sateen in rich woven and printed designs and attractive colorings. 36 to 40 inches wide. Regularly 69c to 85c. Today, yard, 55c.

36-INCH SATEENS in beautiful new colors. The latest novelty in frock fabrics. 36 inches wide. Today, 69c.

Simpson's—Second Floor.