

# Simpson's Mid-Winter Sale

Store Opens 8:30 a.m.

Closes 5:30 p.m.

Telephone Main 7841

Market Adel. 6100



## Misses' \$25 to \$35 Coats \$16.95

Many Less Than Half Price  
A—Illustrated. Smart, well made coats, developed from warm wool chevots, velours and blanket cloths. Navy, grays and browns. Sizes 14 to 20 years. Today ..... 16.95  
Simpson's—Third Floor.

Women's and Misses' Dresses, \$27.50  
Regularly \$37.50 to \$55.00

B—Illustrated. 100 dresses—many of them individual, New York models. Mostly of rich satins, in browns, taupe, gray, navy and black. Regularly \$37.50 to \$55.00. Today ..... 27.50  
Simpson's—Third Floor.

Women's Winter Coats, \$25.00

C—Illustrated. 225 wonderful coats—comprising reduced regular stock, samples and broken lines. Made from velours and silvertones—many fur trimmed. Leading shades. Sizes 34 to 42. Today ..... 25.00  
Simpson's—Third Floor.

## A Day of Specials

### Leather Strap Purses

1.95

Illustrated. Top or back straps. Black, sheepskin leather, morocco finish. Lined. Regularly \$2.50. Today set ..... 1.95  
Simpson's—Second Floor.



### Black Wolf Sets

29.75

Selected skins, made as illustrated, in animal neckpieces and round muffs. Regularly \$32.50. Today set ..... 29.75  
Simpson's—Second Floor.



### \$110 Beaver Sets

89.00

As illustrated. Shawl-collared cape and muff. Regularly \$110. Mid-Winter Sale today set ..... 89.00  
Simpson's—Second Floor.



### Boys' Shirts

1.19

Boys' Neglige Coat Shirts, separate collar to match, good quality. Sizes 12 to 14. Reg. \$1.75 and \$2.00. Today ..... 1.19  
Simpson's—Main Floor.



### Music Cases

1.19

Illustrated. Leatherette. Black. Neatly lined. Leather handle, straps and buckle. Assures excellent wear. Today, special ..... 1.19  
Simpson's—Main Floor.



### Men's \$2 Mufflers

1.29

Men's Brushed Mufflers, soft and warm, in various colors and designs. Full size, fringed ends. Regularly \$2.00. Today, each ..... 1.29  
Simpson's—Main Floor.



### Hair Bows

49c

Illustrated. Made up bows of fancy taffeta and Dresden. Light and dark colors. No phone or C. O. D. orders. \$1.00 to \$1.50 value, for ..... 49c  
Simpson's—Main Floor.



### Winter-Weight Caps

98c

Warm Caps, inside earbands, fleece wool and fur lining. Many styles in assorted materials. Regularly \$1.50. Today special ..... 98c  
Simpson's—Main Floor.



### Ivory Jewel Cases

3.49

12 only. Style illustrated. French grained ivory. Regularly \$4.50. Mid-Winter Sale today ..... 3.49  
Simpson's—Main Floor.



### \$2 Padded Vests

1.29

Illustrated. Padded silk, in rose, navy, black, white and Copenhagen. Sizes 38 to 44. Today, 1.29  
Simpson's—Third Floor.



### Women's Spats

1.09

No Phone or Mail Orders. Made of black melton cloth, 10 buttons high. All sizes from 5 to 7. Today, pair at ..... 1.09  
Simpson's—Second Floor.



### Women's Kid Boots

5.75

Stylish Lace Boots, made of fine black kid leather with 9-inch tops. Long plain vamp. Leather Spanish heels. Sizes 2 1/2 to 7. At ..... 5.75  
Simpson's—Second Floor.



### Natural Shantung

1.24

Fine weave. Will launder perfectly. 33 and 34 in. wide. Regularly \$1.69. Today, yard ..... 1.24  
Simpson's—Second Floor.



### Otter Gauntlets

11.50

Made from evenly matched, dark skins. Solid leather palms and fleece-lined. Today special ..... 11.50  
Simpson's—Main Floor.



### Spoons and Forks

2.45

Rogers' 1847. Dessert Spoons, Dessert and Dinner Forks. Lotus and Vesta patterns. Illustrated. Regularly \$11.50 and \$13 dozen. 6 for \$2.45.  
Simpson's—Main Floor.



### \$2.25 Nightgowns

1.59

Slip-over styles in white cotton (one illustrated), heavily embroidered, or with Swiss embroidery. Today at ..... 1.59  
Simpson's—Third Floor.



### Boys' Golf Stockings

1.29

Navy and black, all-wool worsted, ribbed finish, with fancy turn, double top. Sizes 5 to 8 years. \$1.75 value. Today at ..... 1.29  
Simpson's—Main Floor.



### Women's Gloves

1.95

White wash leather with black band, or well at wrist and black striped back. Sizes 5 1/2, 6 and 6 1/2. \$3.25 value. Today 1.95  
Simpson's—Main Floor.



### \$3 Ivory Wash Satin

2.48

"Non-slip" weave. 36 inches wide. Regularly \$3.00. Today, yard ..... 2.48  
Simpson's—Second Floor.



### \$13.50 Pendants

7.95

14k. and 10k. gold. Set with pearls, cameos, peridot, aquamarines, topazes or diamonds. Regularly \$13.50. Today ..... 7.95  
Simpson's—Main Floor.



### Cream & Sugar Sets

2.00

Sterling silver deposit. Illustrated. White crystal with scroll design of sterling silver. Reg. \$3.00 and \$3.75, at ..... 2.00  
Simpson's—Main Floor.



### Combinations

1.98

FOR WOMEN. Of ribbed Egyptian cotton, in style illustrated. Close-fitting ankle length style—sizes 34 to 44. Today ..... 1.98  
Simpson's—Third Floor.



### Girls' White Dresses

3.95

Illustrated. Voile. Wide satin ribbon grade, tying at back. Sizes 6 to 14 years. Regularly \$6.50. Today ..... 3.95  
Simpson's—Third Floor.



### Short Dresses

1.95

For infants. White lawn, with all-over embroidery skirt. Sizes 6 months to 2 years. Regularly \$3.50. Today, 1.95  
Simpson's—Third Floor.



### Dress Goods

29c

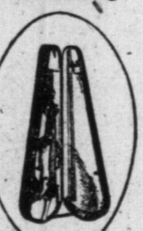
56c Worsted Shepherd Checks—Small, medium or large checks. 36 and 40 inches wide. Yard ..... 29c  
College serge. All-wool. Navy only. 40 inches wide. Regularly \$2.50 for ..... 1.89  
Simpson's—Second Floor.



### Violin and Outfit

14.00

Well made Violin, beautifully finished, violin bow, extra set violin strings, resin, and violin case. Regularly \$20.00.  
Simpson's—Sixth Floor.



### Library Tables

23.95

Quarter oak, with double book racks on ends. Regularly \$36. Today ..... 23.95  
Simpson's—Fifth Floor.



### Baby Sets Half Price

50c

to \$4.00. Dozens of styles to choose from. One style illustrated. Regularly \$1.00 to \$3.00. Today, 50c to \$4.00.  
Simpson's—Main Floor.



### \$2 to \$2.50 Camisoles

1.49

Of rich Jap silk (one style illustrated). Lace trimmings and hemstitchings. Today ..... 1.49  
Simpson's—Third Floor.



### "Goddess" Corsets

3.00

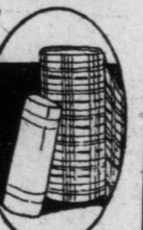
Front laced White coutil, medium or low bust and elastic at back. Sizes 20 to 30. Today, 3.00  
Simpson's—Third Floor.



### 3,500 Yds. Ginghams

29c

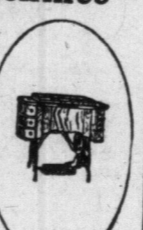
Checks, stripes, plain shades and plaids. 27 inches wide. Today, yard ..... 29c  
White voiles. 40 inches wide. Today, yard at 49c  
Simpson's—Second Floor.



### Sewing Machines

40.50

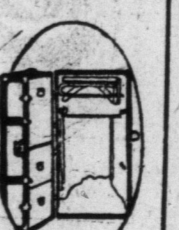
NEW CENTURY. High-grade machine. Easy to operate. Guaranteed for 10 years. Lessons free. On today ..... 40.50  
Simpson's—Sixth Floor.



### Wardrobe Trunks

24.50

Steamer size, lined. Stout, smart trunks. Reg. \$35.50. A limited number. Today ..... 24.50  
Simpson's—Sixth Floor.



### 500 Turkish Towels

79c

White Turkish Bath Towels, stamped for white or colored embroidery. Crochet or buttonhole edge. Size 22 x 46 in. Each, 79c.  
Simpson's—Fourth Floor.



### \$1.50 Huck Towels

1.19

500 pairs heavy Irish Huckaback Towels, with deep figured borders and neatly hemmed ends. Large size, 22 x 38 in. Today, pair, ..... 1.19  
Simpson's—Fourth Floor.



### \$5.50 Table Cloths

3.95

150 Satin Damask Table Cloths, pretty bordered designs—shamrock, ivy leaf, pansy, etc. Size 68 x 88 inches. Regularly \$5.50. Each ..... 3.95  
Simpson's—Fourth Floor.



### Pure Food Wax Rolls

29c

7 rolls for 20 sheets, 13 x 15 in., to a roll. Reg. 50 a roll. Today, 7 rolls 29c  
Simpson's—Main Floor.



### Congoleum Rugs

9.95

Gold Seal Art Rugs, sanitary, economical, remain flat without tacking. Size 9 ft. x 6 ft. Today, ..... 9.95  
Simpson's—Fourth Floor.



### Table Lamps

8.95

20 in. high, antique brass, gold and bronze, pull socket. Shade 12 in. wide, hexagon shape, bent glass, amber panels. Reg. \$11.50. For ..... 8.95  
Simpson's—Sixth Floor.



### Aluminum Fry Pans

1.49

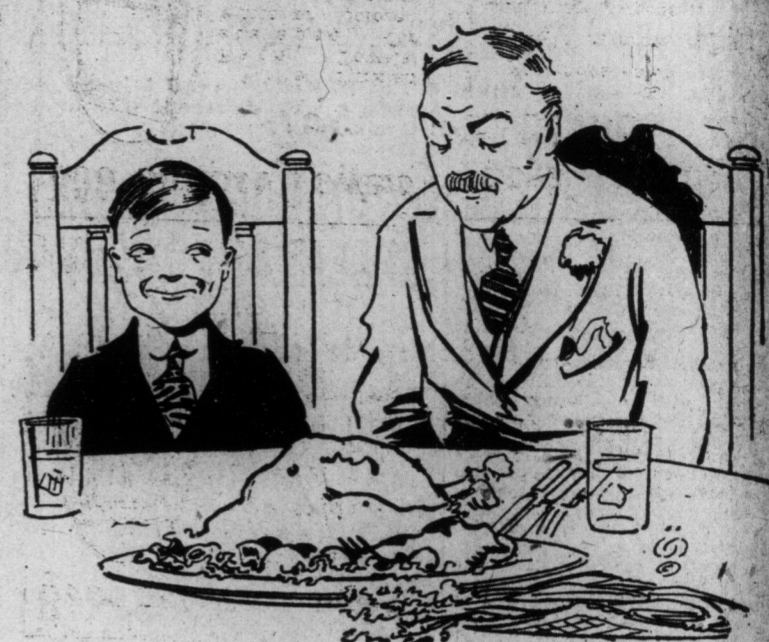
Good, heavy gauge aluminum—nicely finished 10 1/2 inch diameter, a cooking necessity. Today, ..... 1.49  
Simpson's—Basement.



### Youths' Overcoats

22.45

Heavy tweeds, attractive shades and patterns. Belted, trencher, double-breasted, ulsterette and slip-on models. \$35 to \$45. Today, ..... 22.45  
Simpson's—Main Floor.



## The average father

takes great pride in seeing that his boy is well clothed on the "inside." At least three times a day, as for the exterior, he is naturally interested there, too, but that of course, "is particularly his mother's affair, don't you think?" Except however, that Father expects the bill. And so it falls out. When Johnny needs a suit or an overcoat, he and his mother may be discovered at the noon hour in the

## Boys' Clothing Dept., Second Floor

making the choice. Johnny stands off and critically eyes the pocket, and the cut of the garment. "Will it wear well?" his mother is asking. That night, in the glow of the reading lamp, Father will be confronted by his young counterpart decked out in new array. And Johnny will "turn round" to display it from every angle. Then with his hands in his pockets will swagger off to bed.

## "It'll wear like iron"

says Mother to the man behind the newspaper. "I have always found that Simpson's Boys' clothing has a quality and durability that could not be surpassed." "What did it cost?" asks John Sr. "It cost no more than the majority of boys' suits on sale today, but from the standpoint of long service and general utility, it cost far less than many suits at the same price." That is the story of a Simpson suit for boys. Johnny delighted, Mother satisfied, and Father pleased.

Boys' Clothing Department—Second Floor.

The Robert SIMPSON Limited

APARTME...  
FOR...  
N.E. COB. GREEN...  
Ideal site...  
house con...  
bathrooms now...  
R. F...  
35 King Street E...  
PROBS: ...  
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