

Telephone Main 7841

Store Opens 8:30 a.m.

Closes at 5:30 p.m.

Market Adel. 6100

SIMPSON'S FURNITURE & HOME FURNISHING SALE

New Baronet Satins Are Here

In a Multitude of Pleasing Patterns

Satins that almost set a new record in richness and beauty of material, and in multitude of picturesque and appealing designs. They are made to be fashioned into sport skirts, as well as dresses and suits. Prices in the Baronet satins run from \$7.50 to \$10.00 per yard.

French and Swiss Chiffon Taffetas. Plain and shot effects, in the leading colors for street, afternoon or evening wear. Soft, lustrous finish. Yard, \$2.95 to \$4.50.

Colored Duchesse Mousseline Satins. New shipments of this much-wanted fabric have just arrived. All the favored shades. Priced very specially from \$3.50 to \$5.00 yard.

Fancy Silks and Plaids

Also Stripes and Over-Plaids. Showing many new shot effects for either dresses or separate skirts, in weaves of taffetas, satin and satin-taffeta combinations. Yard, \$2.95 to \$5.50.

Black Charmeuse Pebble-Back Meteor. This lovely French fabric is in great demand for formal or afternoon wear. Soft, deep black, 40 inches wide. Extra value, yard... 7.50

\$1.79 Natural Shantung, \$1.38 Yard. Fine Japanese weave. 2,500 yards to clear today at \$1.38 yard.

Simpson's—Second Floor

Quality Frocks

Very smart tailored frocks of the "better" kind, made from excellent quality tricotine, or all-wool serge, in an interesting variety of tunic or straight-line styles. Effectively braided and button-trimmed. Navy and black. Today 39.75

His First Long Trousers

Must Be Chosen With Care and Taste

It is a momentous day in a boy's life when he passes from treble to bass and dons his first pair of "longs." Pride and embarrassment struggle in his soul all day, or all week. How important it is that the suit he wears should contribute to his pride and not to his embarrassment.

In Simpson's Men's Clothing Department special attention is given to this particular make. A desire to satisfy his taste in good suits is manifest. Today you will note a special opportunity in this line.



His First "Long" Suit

50 only. Smart, fine-finished tweeds, in attractive shades of gray and brown.

Trencher sacques, with all-around belt, form-fitting and 1/2-belted back models.

Carefully tailored vests and trousers. Sizes 33 to 36. Today 14.45

Young Men's Overcoats

Made from heavy weight tweed and cheviot coatings, in rich brown and heather mixture effects.

Waist-Seam, Form-Fitting, Trencher and Ulsterette models. Sizes 33 to 36. Today 19.95

Simpson's—Main Floor.

For Tea With Dancing

Frocks for Women and Misses that will serve, with equal charm, at afternoon tea or informal evening party. Developed from satins, georgettes, crepe de chine and combinations of satins and georgette, in so many styles as to bewilder.

All exploiting in delightful fashion the vogue for unique beading, rich embroideries, fine little tuckings and smart buttons.

Colors, brown, taupe, navy and black. Priced, \$37.50 to \$49.75.

Simpson's—Third Floor.

The **SIMPSON** Company Limited

Newest Spring Corsetry

In Which We Show the Latest "Bon Ton" Models

Before you even think of your new Spring gown or suit—and they are to be more charming this season than ever—it is essential that you have the correct foundation upon which to build them. Your modiste realizes the truth of this.

The sure way to success and satisfaction in Spring corsetry is to have our corsetiere fit you to

one of the new "Bon Ton" models. There is a score of perfectly fitted front and back laced models to choose from, hence you are assured of finding the one that gives your figure a smart correct contour.

Fashionable Suggestion

Ample, flexible boning, bust lines that meet the requirements of the mode, the fashionable suggestion of waist curve, a skirt of comfortable length—these are a few of the "Bon Ton" features which give excellent support and perfect comfort, while they promote stylish poise and health.

Only the finest of materials find their way into "Bon Ton" corsets and you may choose from pink or white.

Prices, \$4.50 to \$14.00.
Front laced only, \$6.00
\$12.00

All Girls Love a Sailor

Even If He's Only About Ten Years Old

Something "swank" about these suits. A nautical flavor, a feeling and appearance that makes a young chap roll in his stride and swagger like Long John Silver or Captain Cuttle.

You have planned new clothes for him. If you see these sailor models you will want them, for the boy will want them you may be sure.



A Jolly Sailor Suit

All-wool blue serge, designed in middy model, with detachable wash sailor collar, cord with whistle, and black sailor bow at neck. Knee length pants. Made with waistband. Sizes 4 to 10 years 14.00
Extra long pants to match 4.50

Extra Bloomer Suits, \$21.50

Will withstand real boy activity, even when his suits are under particular stress. Stronger than ordinary manufactured clothing. Gray and olive novelty mixed tweeds, specially constructed. In better models, with full-fashioned bloomers, having belt loops and governor fasteners. Sizes 6 to 12 years. Suit with extra bloomers, at 21.50

Boys' Bloomers, \$4.00, \$4.25

Dressy gray stripe wool and cotton domestic tweed of sturdy texture. Full fashioned, lined throughout, equipped with belt loops and governor fasteners. Sizes 6 to 12 years 4.00
Sizes 13 to 17 years 4.25

Simpson's—Second Floor.