

STORE OPENS 8:30 a.m.
CLOSES 5:30 p.m.

The **SIMPSON** Company
Robert Limited

TELEPHONE MAIN 7841
MARKET ADEL. 6100

Men's Wear Specials



Here are reasonable things at lowered prices to meet the needs of a variety of men. Sweaters, overalls, white coats, gloves, hats, underwear and mufflers. The last four of these are listed in the 95c Sale.

\$13.50 Sweaters, \$8.75

Made from imported wool English yarn in fancy knit stitch—high storm collar. Colors, maroon, black, mode shades. Perfect fitting. Sizes 36 to 44. Regularly \$13.50. Today **8.75**

Simpson's—Main Floor.

Overalls and Smocks, \$1.50 Each

500 in the lot. Made from good weight black and blue denim, in regulation bib overalls and smocks.

Sizes: Overalls, 32 to 44; smocks, 36 to 44.

Today, special, each **1.50**

White Coats at \$3.00

300 coats. Made from good weight duck; button front, military collar, 2 patch pockets. Sizes 35 to 40. Today, special **3.00**

Simpson's—Main Floor.

Merino Underwear, 95c

Shirts and drawers in natural shade, medium weight. Elastic ribbed cuffs and ankles. Sizes 34 to 44. Today, garment **.95**

Men's and Boys' Mufflers, 95c

Reefer style, with fringed ends. Black and various colors. Regularly \$1.25 and \$1.50. Today **.95**

Simpson's—Main Floor.

Soft Felt Hats, 95c

Regularly \$1.50 to \$3.00

Fedora shapes in flat and slightly curled brim styles. Shades of gray, green, brown and black. Today **.95**

Simpson's—Main Floor

\$1.10 English Worsted Socks, 95c

Brown heather mixture. Heavy ribbed finish. All-wool. Sizes 9 1/2 to 11. Regularly \$1.10. Today **.95**

Men's Winter Gloves, 95c

Odds and ends from our regular stock, cape leather and suede finish. Heavy warm lining. All tan shades, with dome fasteners. Broken sizes. Regularly \$2.00 and \$2.25. No Phone Orders, please. Today **.95**

Simpson's—Main Floor

Women's Smart Black Frocks

Moderately Priced From \$37.50 to \$49.75

Whether you are the woman whose fancy turns toward black for informal wear, or one who is wearing black at all times, you will find these frocks charmingly suited to your needs.

Developed in lustrous satins, georgettes, or combinations of silk and georgette, in a host of beautiful designs. Brightened by embroidery, beading, soft little frillings, rows of buttons and velvet ribbon. Priced from \$37.50 to \$49.75.

Simpson's—Third Floor

Misses' \$23.50 to \$35.00 Coats, \$12.75

At such a ridiculously low price, these coats will surely clear with a rush. Particularly as they are in new styles and such splendid materials as cheviot velours, chevots and novelty coatings. Splendid assortment of colors and sizes 14 to 20 years in the lot. Today, special... **12.75**

Simpson's—Third Floor

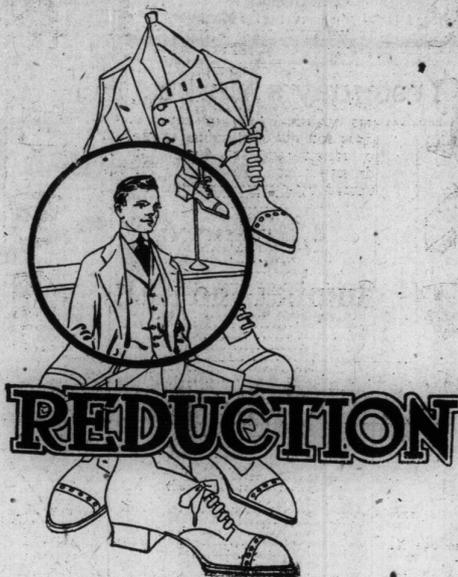
Women's Coats for Early Spring Wear

Specially Priced at \$25.00 and \$37.50

Made from fine velours or silvertones, in attractive styles for young women or matrons. Loose back, yoked, pleated or semi-fitted styles. Sizes 32 to 42. Regularly \$35.00 to \$50.00. Today, **\$25.00 to \$37.50.**

Simpson's—Third Floor

The **SIMPSON** Company
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Victor Boots at Reduced Prices

Do you know the Victor boot? If you do, you will give this sale more than a little attention. You may need new footwear right away, or you may have been counting on waiting a few weeks. But Victor quality, stability and finish at today's figure! Well, if this opportunity is missed, it will be regretted.

"Victor" and "Simpson Special" Boots Reduced to \$7.50.

(No Phone, Mail or C.O.D. Orders on Sale Footwear)

The Manufacturer's Price on These Boots Today is \$10.00.

420 pairs to be sold from our regular stock fixtures. Havana brown and gunmetal calf leathers—blucher and straight lace styles, made on medium wide tread and English recede toes. Heavy and medium weight Goodyear welt oak tanned leather soles, and some guaranteed fibre soles. Sizes 5 1/2 to 12 in the lot, but not in any one style. See window display. No Phone Orders, please. Today, special **7.50**

Men's Felt Lace Boots, \$2.99

Of heavy black plain felt, lace style. Wide plain toe, medium weight leather heel. A splendid boot for motormen and drivers. Sizes 6 to 12. Today, special **2.99**

Simpson's—Second Floor.

A Good Day for Silver

1,000 pieces of Rogers' 1847 Silver-Plated Forks in the Vesta and Lotus patterns. Regularly \$13.00 dozen. Today, set of six **2.45**
Rogers' 1847 Silver-Plated Oyster Ladles, Vesta pattern. Regularly \$4.50 each. Today, each **1.95**
Rogers' 1847 Silver-Plated Soup Ladles, Vesta and Lotus patterns. Regularly \$6.00 each. Today **2.95**
Rogers' Silver-Plated Baby Food Pushers. Regularly 45c each. Today, each **.15**
Silver-Plated Nut Picks. Regularly 25c. Today, each **.5**

Simpson's—Main Floor.

Are You Heading South?

One thing that the wise person, and the particular person, insists upon is quality in the matter of luggage. Trunks that will not break down under careless treatment, club bags that will stand up to usage and retain an appearance, suitcases roomy and complete.

Simpson's luggage will satisfy you in variety, conveniences, appearance and quality. Visit us today.

Simpson's—Sixth Floor.

If a Fairy Granted Your Wish

If some good household fairy were to grant one wish to the mothers of small boys, wouldn't they all pray hardest for indestructible clothing? For juvenile coats of a fabric that would withstand the rub-a-dub-dub of daily rollicking. For bloomers that might at least attain the age of one year. For suits with something of the quality which housed the young Lancelots and Arthurs of twenty years ago.

We Give Satisfaction

And yet it is not impossible to obtain durability if it is sought where durability is insisted upon. Nor careful workmanship if one goes where satisfaction has always been guaranteed.

Simpson's Boys' Clothing Department, Second Floor, provides clothing for Boys that will please their whole families. Fabrics that will wear longest, style that will appeal most, and at prices the most reasonable.

An All-Wool Blue Serge

The boy will be well and sensibly dressed in one of these all-wool blue serge suits. Suited for school, party or Sunday wear, where he will have the comfortable feeling of knowing that he is well groomed. Norfolk and Essex models, with all-around loose belt, having buckle fasteners. Bloomer pants equipped with belt loops and governor fasteners. Sizes 7 to 12 years, at **18.50**

Boys' Bloomers

Blue worsted finish bloomers that are built to give durable wear. Roomy in size and strongly made with reinforced seams, belt loops and governor fasteners.

Sizes 7 to 12 **2.50** Sizes 13 to 17 **2.75**

Boys' Lined Knickers

Blue worsteds, gray and brown effects, in mixed tweeds. Cut to fit and look as they should, in neat, attractive patterns. Made with waistband. Sizes 3 to 8 years, at **\$2.00, \$2.25 and \$2.50**

Simpson's—Second Floor



Some 95c Specials Today

Lingerie Waists and Middies, 95c

Regularly \$1.50, \$1.75 and \$1.95. White, striped and all-black lingerie waists. Also smart middies in white or white with colored trimmings. Sizes 34 to 44 in the lot. No Phone Orders. Extra Special Value, today **.95**
Simpson's—Third Floor.

Silk Padded Vests

Black and open pure silk, nicely padded. Snug-fitting to the waist and sleeveless. Sizes 36 to 46. Regularly \$1.95. Today **.95**
Simpson's—Third Floor.

3,000 Yards Fancy Satens

Some of our best fancy printed and broaded satens in a wide range of colors and designs suitable for lining suits and separate coats or for making undershirts, fancy bags, comforter covers, etc. 36 to 40 inches wide. \$1.25 to \$1.50 values. Today, yard **.95**
Simpson's—Second Floor.

Cord Velvets

Every wanted color for boys' suits, women's skirts, suits, etc. 27 inches wide. Regularly \$1.25 and \$1.50. Today, yard **.95**

Velveteens

Twill back, dyed and finished by Worral's. Street and pastel shades. Regularly \$1.25 and \$1.50. Today, yard **.95**

Shantung

Natural shade. Very fine quality, 33 inches wide. Regularly \$1.35 and \$1.50. Today, yard **.95**
Simpson's—Second Floor.

"Royal Doulton" China Service Plates

Factory samples, display and over-makes. Many handsome designs. Regularly \$2.00 to \$1.50. Today **.95**
Simpson's—Basement.

Snap Albums

Cloth covered. 50 loose leaves, 5 x 7 inches. Pocket in back. Word "Photographs" in gilt letters. Extra leaves always in stock. Regularly \$1.25. Today **.95**
(Phone Main 7841.)

Kodak Department—Main Floor.

6,000 Yards Dress Goods

A wonderful choice of materials, including:
Fine Union Serges, 42 inches wide, in niger, taupe, wine, plum and black.
English Worsted Shepherd Checks of the better quality, in small, medium and large checks, 36 and 40 inches wide.
Novelty Plaids and Tartans, smart for separate skirts or children's dresses. 36 to 40 inches wide.
Taken from regular \$1.35 to \$1.55 stock. To clear today, at yard **.95**
Simpson's—Second Floor.

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