

SIMPSON'S SIMPSON'S SIMPSON'S

Telephone Main 7841 Store Opens 8:30 a.m. Closes at 5:30 p.m. Open All Day Saturday Market Adel. 6100

TODAY, A DAY OF 100 SPECIALS

Untrimmed Hat Special \$1.95



An extensive variety of new, smart shapes comprising pretty untrimmed sailors in many sizes, stylish mushrooms, chin-chins, roll side, off-the-face and high back shapes. Smart turbans and chic close-fitting hats.

Made mostly from lisse, fine Jap braids, rough braids and Milan hemp.

The two spring favorites, black and navy, are well represented, also brown, sand, cherry, French blue, gray and purple. This morning special 1.95

Flowers for Spring Hats

IN THE FINEST DISPLAY WE HAVE EVER SHOWN, TODAY At 50c is a particularly charming assortment of the latest French and American flower novelties, fruits, berries, roses, daisies, pansies, etc. In all the vivid and fashionable spring colorings. Simpson's—Second Floor.

Sale Extraordinary—Exquisite Afternoon Frocks for Spring at \$25.95

A SPECIAL PURCHASE OF \$45.00 STYLES

This a rare opportunity that offers women and misses the chance to obtain such exclusively-styled frocks as these at so moderate a price.

Frocks which artfully combine satin and georgette, then, as if so fashionable a combination were not enough, scatter gloriously beaded or embroidered designs over bodice and skirt.

In one the skirt is of softest satin, the bodice and short sleeves of georgette in self shade, all-over embroidered. In another a long basque bodice of satin, glittering with beads, joins a skirt of satin valled with georgette at the Spanish low waistline. Another beautiful frock of georgette with satin underdress is sprinkled with iridescent bugle beads.

Navy is the predominating shade, with a sprinkling of black and other smart tones. Shop early for so great value. Today 25.95 Simpson's—Third Floor.

Silk Stockings (Seconds)

18-inch fibre silk leg, sheer seamless weave, with deep cotton top. Defects are slight and will not affect the wear. Colors black, brown and white. Sizes 8 1/2 to 10. Regularly \$1.10.

Worsted Wool Stockings 45c Pk.

Women's and Youths' Black Ribbed Wool Stockings, heavy seamless finish, soft fine yarn. Closely knitted and perfect. Sizes 7 to 10. Regularly 75c and \$1.00. Today 45c

Women's Pumps and Oxfords

5.50



Made of soft black kid leather. The pumps have long plain ramps. McKay sewn soles, high Spanish or Cuban leather heels, with vanity plate. The Oxfords have imitation toe-caps. Spanish or Cuban leather heels with vanity plate. McKay sewn soles. All sizes 2 1/2 to 8. Widths A to D, today, pair 5.50 Sold in store section, fitted by expert sales clerks.

Children's Goodyear Welt Broad Toe Boots, Today, \$4.25

The "Authentic" \$6.00, Goodyear welt lace boots in either black or gunmetal leather, especially constructed and approved by foot specialists. Made on combination last with broad toe and tread, and medium heel and instep and flat heel. Sizes 8 to 10 1/2. Ask for style 3169 1/2. Today 4.25

Men's Goodyear Welt Boots Reduced to

6.45



No Mail, Phone or C.O.O. Orders

An outstanding special—almost double value for your money. Made of brown or black side leather, also some calf leathers. All have Goodyear welted leather or Neolin soles. Several good fitting shapes. Recede and wide toes. Shoes that are snappy enough for best year and strong enough for everyday use. Sizes in the lot 8 1/2 to 11. Special for today 6.45

Dr. Griggs, Cushion Sole Boots for Men, \$8.75

Made of black vici kid leather with good weight Goodyear welted leather soles and cushion insoles. The shape is full round toe with very broad tread. The pattern is blue-tinted faced with toe-cap. All sizes 8 1/2 to 10. This shoe is taken from our regular stock of \$10.00 boots and reduced for today only, to 8.75

The Robert SIMPSON Company Limited

Misses' \$35 to \$50 Coats at

\$28.75

A special purchase offered away below regular, combined with a number of broken lines from regular higher-priced stock, are grouped for quick clearance today at a very low price.

Polo cloths, velours, chevots and tweed mixtures in a host of cleverly tailored styles of newest mode. Favored shades. Sizes 14 to 20 years. Many less than manufacturer's price. Today 28.75

Misses' \$46 to \$65 Suits \$35

A very special grouping of Misses' High-Class Suits offers carefully tailored styles in tricotine, gabardine, wool poplin or men's serge at a money-saving price today.

These coats are in mannish design with braid trimming, or feature dressy embroidered effects. Silk lined.

Colors navy, sand or rookie. Sizes 14 to 20 years. This morning, special 35.00 Simpson's—Third Floor.



Hemmed Pillow Cases 68c Pair

550 pairs of fine quality Cotton Pillow Cases—neatly hemmed. Size 44 x 33 inches. No phone or mail orders, and not more than 6 pairs to each customer. Extra special, today, pair 68c

65c Pillow Cotton, 57c Yard

2,000 yards Circular Pillow Cotton, strongly woven, round thread quality, fully bleached. 40 inches wide. Regularly 65c yard. Today, special, yard 57c

\$6.00 Table Cloths at \$4.85 Each

100 only beautiful Satin-finished Damask Table Cloths, patterned in rose, chrysanthemum, shamrock or stripe. Size 2 x 2 yards. Regular price \$6.00. Today, special, each 4.85

Madeira Centrepieces, \$1.98 Each

500 Rpal Madeira Pure Linen Centrepieces—hand embroidered in dainty designs, with hand-scalloped edges. Size 18 x 18 in. round. Extra special today, each 1.98 Simpson's—Fourth Floor.

\$3.00 All-Wool British Serge \$2.44 Yard

2,000 yards, special purchase of this excellent wearing serge. All pure wool and thoroughly soap shrunk. A splendid fabric for children's school wear, misses' skirts and dresses. 42 inches wide. Regularly \$3.00. Today, yard 2.44

\$2.50 British College Serge, \$1.95 Yard

All pure wool, from best British makers. Thoroughly soap shrunk, and guaranteed quality. 42 inches wide. Noted for its splendid wearing quality. Regularly \$2.50. Today 1.95

\$1.89 Silk Warp Poplins, \$1.64 Yard

A charming fabric for spring wear. Lovely deep sheen, has splendid wearing qualities. 36 inches wide, in a wide range of colors, including black and navy. Regularly \$1.89. Today, yard 1.64 Simpson's—Second Floor.

3 Specials in Silks Today

5,000 Yards Silk Crepe Georgettes and Crepe de Chines Wonderful quality. Every wanted color, with black and ivory in both weaves. Regularly \$2.95, \$3.25 and \$3.50. Today, yard 2.84

3,500 Yards Duchesse Satin

Swiss manufacture, lovely quality. Wonderful choice of colors. Regularly \$3.50. Today 2.95

500 yards Navy Blue and Black Chiffon Taffeta. Regularly \$3.44. Today, yard 2.95

2,000 Pieces Jap Pongee Silks

Bright, natural shades. Specially selected qualities, free from dressing. Regularly \$1.69 and \$1.79. Today, yard 1.49 Simpson's—Second Floor.

2000 Yards Anderson's Ginghams at 75c Yard

Assortment of plaids, green and gray, mauve and black, rose and black, blue and green, blue and tan and gray and white. 38 inches wide. Regularly \$1.25. Today, yard 75c

1,400 Yards White Voile, 49c

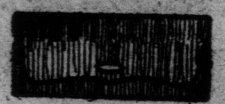
Sheer quality for women's and children's summer frocks and fancy blouses. 40 inches wide. Today, half-price, yard 49c

3,000 Yards Beach Cloth at 75c

In pretty shades of brown, sand, sky, rose, pink, gray, mauve, black, navy, French blue, royal blue and white. Very smart for summer suits, skirts, etc. 36 inches wide. Regularly \$1.00. Today, yard 75c Simpson's—Second Floor.

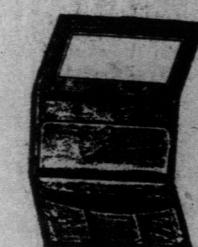
Leather Strap Purses at \$1.25

Black and colored Leather Strap Purses, with back strap, neatly lined. In black, blue and grey. Today 1.25



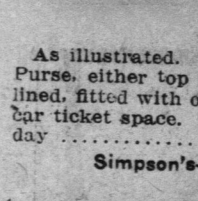
Men's Leather Bill Folders at \$1.29

Morocco finish, leather lined, car ticket space, space for coins and bills. Pocket for cards. Unusual value today 1.29



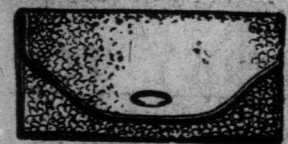
Celluloid Bag Frames at \$1.79

These Bag Frames come in a wonderful variety of colors. 6 1/2-inch size. In black, shell, blue, green, brown and purple. Today 1.79



Morocco Strap Purse, \$3.49

As illustrated. Black Morocco Strap Purse, fitted top or back strap, neatly lined, fitted with overlapping frame and car ticket space. Regularly \$5.00. Today 3.49 Simpson's—Main Floor.



500 Silk and Lingerie Waists \$1.00

500 Blouses—500 contributions to a smart costume—500 ways of spending very little money to a big advantage.

Wonderful variety of fresh, pink and maize, pure Jap silks in a pleasing style, and fine white voile waists in various becoming styles. Many broken ranges, hence early shopping is advisable to obtain the style and size you wish. No phone orders. Half price and less. Today 1.00 Simpson's—Third Floor.

The Robert SIMPSON Company Limited

\$6.00 to \$10.00 Bead Necklaces at \$2.49

An extraordinary offering. All the newest Bead Necklaces in every color imaginable — sapphires, topaz, amber, turquoise, crystal, emerald, peridot, ruby, black, white, etc. Plain or fancy, some in graduated strings, others with fancy metal trimmings in gilt or silver finish. Regularly \$6.00 to \$10.00 each. Today, 300 on sale at, each 2.49

10k and 14k Necklaces, Half Price

Festoon style Necklaces of 10k and 14k gold, set with pearls, also with peridots, amethysts or cameos. Regularly \$15.00. Today, half price.

Simpson's—Main Floor.

Big Book Special 95c

Chatterbox volumes, 1913, 1914, 1915, full of attractive reading and pictures, illuminated cover. Regularly \$1.35. Special, today 95c Book Dept.—Main Floor.

Women's \$32.50 to \$37.50 Coats at

Only 75 Coats in the Group

\$25

Simpson's Third Floor

Strikingly-smart coats for sports, dress or utility wear. Belted, semi-fitted or pleated designs in an assortment of popular fabrics and in such fashionable shades as sand, taupe and French flag or navy blues. Sizes 32 to 42. Extra value, today 25.00

Rousing Special in Women's Suits at \$32.50

Every suit in the excellent assortment made to sell at a much higher price than is offered for today.

These suits are cut from wool serge of uncommonly good quality and boast a precision of tailoring one looks for in high-class styles only.

Dozens of styles, braid trimmed or fancy tailored, in favored shades of navy, black, sand or brown. Sizes 32 to 42. Women who are in search of best possible value should be here early this morning for one of these suits at 32.50

Simpson's—Third Floor.