

Telephone Main 7841

Store Opens 8:30 a.m.

Closes at 5:30 p.m.

Open All Day Saturday

Market Adel. 6100

Sale Opportunities
Your special requirements in various lines will be economically fulfilled in the Silverware Sale, the Furniture Sale, and the Hosiery Sale, now under way.

The SIMPSON Company
Robert Limited

Afternoon Tea
A pleasant restful conclusion to a busy afternoon's shopping may be enjoyed in the seclusion of the Palm Room. Dainty service—well-brewed tea.

THIS IS FRIDAY BARGAIN DAY

Suit Cases \$19.95

Genuine Cowhide Suitcases, sizes 24 and 26 in. Colors tan and brown. Regularly \$23.50 and \$24.50. Today 19.95

Club Bags \$8.95

Split Cowhide Leather Club Bags. Black walrus grain. Sizes 16 and 18 inches. Today 8.95

Friday Bargains in China

- CLOVER LEAF (OPEN STOCK)
Cups and Saucers, Today 12
Bread and Butter Plates, Today 10
Tea Plates, Today 15
Breakfast Plates, Today 18
Dinner Plates, Today 20
Soup Plates, Today 18
Vegetable Dishes, Today 1.49
Meat Platters, each 49c, 75c and \$1.00.
Salad Bowls, each 35c, 45c and 60c.
Cups, Only 9c Each—English white porcelain, oval shape.
10-Piece Toilet Sets, \$7.95—With gold tracings and edges. Today only 7.95
Gibson's English Teapots—Sizes 3 to 6 cups, decorated. Today 4.99
Decorated Vegetable Dishes—Regularly \$1.50. Today, each .29
49c Shaving Mugs .29
Cups and Saucers, 39c—Floral decorations. Regularly 49c. Today 39c
Royal Nippon Hand-Painted China Dresser Sets—Regularly \$2.50. Today 1.98
50 only, 7-Piece Hand-Painted China Cake Sets—Regularly \$2.50. Today 2.98
English Semi-Porcelain Dinner Set—With pretty green border decoration for 12 persons. Today at 19.95
97-PIECE "CAMDEN," \$35.00.
97 pieces. Plain gold band border decoration. Full gold handles. Today 35.00
Simpson's—Basement.

Hardware Bargains

- Phone Main 7841.
Coffee Mills, will grind coffee as required. \$2.00 value. Today 1.25
O.M.C. Alumina: for cleaning and polishing aluminum. Today price .29
Wear-Ever Aluminum Lipped Saucepans, 2 1/2-quart size, \$1.45 value. Today .98
Sterling Cedar Oil, for use on polish mops, woodwork or furniture. 16-oz. bottle. Today .39
Polish Mops, triangular shape, long handle. Today .95
Corn Brooms, four-string, medium size. Today .59
Galvanized Water Pails, 10-quart size. Today .49
Rolling Pins, revolving handles. Today .25
Garbage Cans, painted grey, ball handle, slip-over covers. Small size, today 98c; large size, today, \$1.45.
Ash Cans, galvanized iron size 15 x 25 inches, wood protected sides, side handles, with cover. Today 2.98
Perfection Oil Heaters, with nickel-plated mountings. \$8.25 value. Today 6.95
White Enamel Bed Pans, slipper pattern, "seconds," at about half the price of the firsts. Today price 2.49
Simpson's—Basement.

Bargains in Bulbs

- 25-Watt Bulbs, grade A, 37c each; 3 for \$1.08; box of 5 for \$1.70.
40-Watt Bulbs, grade A, 37c each; 3 for \$1.08; box of 5 for \$1.70.
60-Watt Bulbs, grade A, 41c each; 3 for \$1.18; box of 5 for \$1.90.
Safe delivery guaranteed. If any are broken when received they will be exchanged if returned with sales check by Monday next.
Semi-Indirect Fixture, \$6.50
The 12-inch bowl is a beautiful soft white glass with a raised design, suspended on 3-chain hanger, finished in brass. Friday bargain 6.50
2-Way Plugs, 70c each, 2 for \$1.35.
Simpson's—Sixth Floor.

\$25 to \$29.75 Dresses at \$16.75

For Women and Misses
Wool jerseys, serges, silks and transparent fabrics, for business, street, afternoon and evening wear. Styles innumerable in favored shades, marked for a great Friday bargain clearance at 16.75
Women's New Spring Suits, Bargain at \$37.50
Very smart tailored suits of Botany serge also tweed mixtures in Norfolk styles, suitable for college or business wear. Sizes 32 to 42.
Examples of our better styles that sell at much higher prices, marked to clear today at 37.50
New Spring Coats, \$25.00
A wonderful range of Women's Sports Coats. In assorted materials, with jaunty pockets and narrow leather belts. Adjustable collars and swaggar backs. Sizes 32 to 40. Friday bargain 25.00
Women's up to \$60.00 Winter Coats, in assorted styles, 35.00
Simpson's—Third Floor.

Misses' \$37.50 to \$45.00 Coats \$18.25

Developed from Silvertone velour and fancy coatings. Newest of collars, pockets and belts. Splendid assortment of colors. Many less than half-price. Today 18.25
Simpson's—Third Floor.

February Black Silk Sale Bargains

- Swiss Satin Paillettes, 36 inches wide. \$2.44 value. Friday bargain, yard 1.95
Taffetas, Paillettes and Satin Messalines, 36 inches wide. Up to \$2.95 value. Friday bargain, yard 2.38
French Satin Paillettes, medium bright finish. 36 inches wide. \$3.50 value. Friday bargain, yard 2.63
Swiss Chiffon Taffeta, non-crack finish. Skein dyed. 38 inches wide. \$3.50 value. Friday bargain, yard 2.79
Duchesse Mousseline, French and Swiss qualities. 36 inches wide. Up to \$5.95 value. Friday bargain, yard 3.15
Ivory Rajah Silks, 33 and 36 inches wide. \$2.50 value. Friday bargain, yard 1.95
Natural Shantung Silk, 1,000 yards, 33 inches wide. Friday bargain, yard 1.28
Simpson's—Second Floor.

Friday Bargains in Dress Goods

- ALL-WOOL SERGES.
Special Bargain Tables—Main Floor.
Navys and black, reduced today, per yard. 40 inches wide. Friday bargain 1.95
Simpson's—Main Floor.
College Serge—All-wool navy and black, 44 and 50 inches wide. Friday bargain, yard 2.59
All-wool and Silk and Wool Dress Fabrics—Fast blacks, all-wool santos, poplins, armures, and crepes, also silk and wool faille poplins. 40 to 42 inches wide. \$3.50 to \$4.50 values. 2.95
Simpson's—Second Floor.

February Furniture Sale

- Dresser, white enamel, shaped legs and standards, oval plate mirror. \$44.00 value. February Sale 34.65
Dresser, case 42 inches wide, mahogany finish, two large and two small drawers, mirror 22 x 28. \$43.75 value. February Sale 30.65
Extension Table, genuine quarter-cut oak, top 45-inch, fumed and golden finish. \$36.50 value. February Sale 29.45
Chiffonier, fumed finish, four large drawers, plate mirror. \$41.50 value. February Sale 30.35
Extension Table, top genuine quartered oak. \$34.00 value. February Sale 27.95
Extension Table, genuine quartered oak, top 46 inches, fumed and golden finish, heavy square pedestal, platform base. \$41.00 value. February Sale 35.00
Baking Table, natural finish, white top, long deep drawer for sugar and meal, divided drawer for cutlery. \$13.50 value. February Sale 9.90
Bed Spring, all metal frame, high angles, closely woven wire top; all regular sizes. \$5.75 value. February Sale 4.95
Couch, full spring seat, alike both sides, upholstered in brown imitation leather. \$13.75 value. February Sale 11.65
Mattress, half jute fibre, centre deeply tufted, art ticking, all regular sizes. \$10.00 value. February Sale 8.15
4-PIECE BEDROOM OUTFIT, \$74.00.
Including Brass Bed, Spring, Mattress and Dresser, \$33.25 value.
Bed, polette ribbon or satin finish, double size.
Dresser, mahogany finish, 42-inch case, mirror 22 x 28. Spring, metal frame, high angles, woven wire fabric. Mattress, jute felt both sides.
Four pieces complete. \$90.50 value. February Sale 74.00
Simpson's—Fifth Floor.

\$32.98 Handsome Velour Portieres \$28.98

\$32.98 Handsome Velour Portieres, \$28.98—25 only of these fine velour portieres, with a different coloring on either side, including practically all the shades most in vogue. Double-headed tops, with slilt tape and hidden hooks. Sizes to fit any archway up to 7 feet wide and 6 feet 9 inches high. Regularly \$32.98. Friday bargain 28.98
2,000 yards of American Chintz, 56c Yard—Designs and color combinations appropriate for any room or purpose. 36 inches wide. Friday bargain, yard .59
Simpson's—Fourth Floor.



Valentine Aids

After tomorrow St. Valentine's Day will be a memory for a whole year. Doubtless there are many who have not made complete preparations for the festivities. This is to announce that our Stationery Department is equipped to satisfy all your requirements. Stationery Dept.—Main Floor.

Beginning February 23rd

A Four Weeks' Course in Sewing \$2.00

Under the direction of Mrs. Blackburn, an authority on cutting and designing and inventor of the Blackburn system. Enroll today at Exchange Desk, Main Floor, Centre.

Exquisite Lingerie Blouses \$2.95

Today's Prices, \$3.95, \$4.95, \$5.50 and \$6.50
The famous "Fashion" blouses. Made of sheer, white, plain and fancy English voiles in a host of good styles. Beautifully tucked, embroidered and trimmed with fine laces. 50 designs, to clear today at, only 2.95

Georgette and Crepe de Chine Blouses \$4.95

Usually \$5.95 to \$7.50
150 only—gathered from our sales tables. Popular styles and a splendid choice of wanted colors. All sizes in the lot. Friday bargain 4.95
Simpson's—Third Floor.

Fancy Taffeta Hair Bow Ribbons

Stripes, moires and dresden. Light and dark colors. 6 inches wide. Friday bargain, yard .69
Simpson's—Main Floor.

February Hosiery Sale Bargains

- 5,200 Pairs Women's Fibre Silk Stockings, 25c Pair
Manufacturers' seconds that were marked at 58c. Black, white and colors. All sizes. Hosiery Sale bargain 25c
Men's English Heather Mixture Socks, 75c
Perfect seamless finish, in good weight. Regularly \$1.10. All sizes. Hosiery Sale bargain 75c
Women's Fibre Silk Stockings, 59c
Seconds of \$1.00 grade. Seamless. Black, white and colors. All sizes. Hosiery Sale bargain 59c
Simpson's—Main Floor.

Whitewear, Underwear and Corsets

- \$2.00 Camisoles, \$1.39—Crepe de chine—some with colored embroidery. Pink or white.
Women's White Cotton Nightgowns—Y-shaped neck. Short sleeves. Embroidery or lace trimming. Friday bargain 1.59
Women's White Cotton Underskirts—Deep embroidery flounce. Some with cotton underlay. Friday bargain 1.49
Bungalow Aprons—Made of strong print. Round neck, short kimono sleeves. Friday bargain .88
Glove Silk Top Combinations—Pink. Tight fitting at the knees. Friday bargain 2.48
Women's Vests and Drawers—Light weight, fine ribbed cotton. Vests have low neck, short or no sleeves. Knee length drawers. Both styles. Friday bargain, each .69
Front Laced Corsets—Average figure models, made of strong coutil. Medium or low bust. Sizes 20 to 26. Friday bargain 2.75
Simpson's—Third Floor.

Children Share in the Bargains

- Doctor Denton's Famous Sleeping Garments for children of 9 months to 10 years. Button back, drop seat. Today: 0, 1, 2 sizes, \$1.65; 3, 4, 5 sizes, \$1.85; 6, 7, 8 sizes, \$2.25; 9, 10 sizes, \$2.50.
Infants' Felt Slippers—Kid sole and ankle strap. Dark gray or brown. Sizes 1, 2, 3. Friday bargain 45c
Children's Middie-Jean. Long sleeves. All white or white with pink or blue trim. Sizes 2 to 6 years. Friday bargain 1.50
CHILDREN'S ALL-WOOL PLAY SUITS—"Bluebird" Brand. Full-over jersey, buttoning on shoulder. Bloomer style knickers and cap. White, sage, navy, brown and cardinal. Sizes 2 to 6 years. Today 4.25

Children's Dresses \$1.69

Belted styles. Made of good white pique. Sailor collar. long sleeves. Sizes 2 to 6 years. Regularly \$2.50. Friday bargain 1.69
Simpson's—Third Floor.

Men's Boots \$6.95 Pair

This purchase was made at a special concession to clear out a factory floor stock. They are all made on good stylish lasts. We will offer 1,000 pairs of these Men's Boots, mostly straight lace, in Havana brown shade of leather on English recede toe, with Goodyear welt leather soles; also 800 pairs gunmetal side blucher style, medium round toe, sizes 6 to 11. No more than two pairs to each customer. Today, pair 6.95

Women's Brown and Gray Kid Lace Boots, \$5.45

300 pairs of gray and brown Kid Boots, with 8-inch tops. Narrow toe last with imitation toe-cap and Cuban heels. Also plain vamp and Spanish heels, medium weight McKay seven soles. Sizes 2 1/2 to 7. Today 5.40
Girls' Brown Kid Lace Boots, Today, \$4.49
On smart College, medium toe last. 7-inch top, good weight McKay seven sole, low heel. Sizes 11 to 2. Today, pair 4.49
Boys' Brown Lace Boots, \$4.75
Of brown side leather on English recede toe last. Today 4.75
Simpson's—Second Floor.

Cotton Damask Table Cloths \$1.59 Each

No Phone or Mail Orders for This Item.
Made in Canada—assorted designs, hemmed. Size 66 x 72 inches. Friday bargain, each 1.59
White Huckaback Towels—Made in Canada, hemmed. Size 18 x 36 inches. Friday bargain, pair 1.59
Roller Towelling—With red border, 18 inches wide. Friday bargain, yard .28
Terry Towelling—700 yards red and white striped Terry Towelling, fawn, ground, heavy quality, 18 inches wide. Regularly 65c. Friday bargain, yard .49
Bed Comforters—Turkey red chintz Comforters, scroll quilted. Size 72 x 72 inches. Friday bargain, each 4.85

3000 Rolls Wall Paper 14c Roll

Regularly 25c, 30c, 35c and 40c Roll.
Suitable for all classes of rooms or halls. Tapestry, chintz, shadow and floral stripe effects, and plain fabric treatments, with many desirable combinations of artistic colorings.
Varnish Tile Wall Papers, Today, 30c Single Roll
Neat block and tile designs, with small figured ornament, printed with colors on good quality backgrounds. Surfaces are protected with varnish and may be wiped with a damp cloth.
Figured Ceiling Papers, 8c Single Roll
Regularly 10c to 15c single roll. Conventional and tapestry designs, printed with silver mica or soft color tones on neutral color and white backgrounds.
Duplex Varnish Stain, Light and Dark Oak, 49c Quart
For floors and interior woodwork. Stains and varnishes with one application. Wears well.
Hawes' Floor Wax, 55c Lb. Tin
Easy to apply, polishes readily. Will not discolor. The ideal finish for hardwood.
Simpson's—Sixth Floor.

Friday Bargains for Men

- Men's English Tweed Suits at \$19.95
Dark brown and gray shades. Single-breasted 3-button soft roll semi form-fitting saques. Sizes 36 to 44. Friday bargain at 19.95
Men's O'Coats at \$26.45
Odd sizes and broken lines in trencher, ulsterette and form-fitting models. Sizes 34 to 40. Friday bargain 26.45
A Youth's O'Coat at \$19.95
Smart heavyweight tweeds in trencher model with all round belt, convertible collar and slash pockets. Sizes 33 to 36. Friday bargain 19.95
Men's Work Trousers, \$2.95
Neat stripe pattern effects in brown and gray. Sizes 32 to 44. Friday bargain 2.95
Simpson's—Main Floor.

Shirts \$1.19

Neslige with double soft French cuffs, also long cuff. Coat style. Neat striped patterns—hair lines and clusters. Sizes 14 to 18. Not all sizes in both kinds. Regularly \$1.50. Today 1.19

Men's \$13.50 Sweater Coats, \$8.75

Sweater Coats, made from English wool yarns. Fancy knit stitch. Close-fitting storm collar, two pockets. Maroon shade. Sizes 36 to 44. Regularly \$13.50. Today 8.75

Men's Merino Underwear, 98c

Shirts and Drawers. Natural shade. Wool and cotton mixtures. Sizes 34 to 44. Special today 98c

Men's Pulley Back Police Suspenders, 49c

Light and heavy webbing, light and dark patterns. Today 49c
Simpson's—Main Floor.

Men's Hats Today 98c

Regularly \$1.50, \$2.00, \$2.50 and \$3.00. Soft felt hats in fedora and telescope crown styles. Manufacturers' samples and wholesale floor stock of odd lots. Shades of gray, green, fawn, brown, and tan. Flat and curled brim styles. No phone or C.O.D. orders please. Friday bargain 98c

Boys' Suits \$9.75

Sizes 6 to 12 years.
Brown, gray and olive mixtures and broken check effects and plain blue tweeds. Single-breasted model, with slightly fitted back, having all-round belt at waist. Bloomers have belt loops and governor fasteners. Sizes 6 to 12 years. Friday bargain 9.75
Clearance of Small Boys' Suits at \$4.85
Sizes 6 to 10 years.
55 only in this lot of durable Cottonade Suits, brown and gray stripes and diagonal effects. Made with collar and lapels in belted model with vertical pockets. Bloomer pants with belt loops and governor fasteners. Sizes 6 to 10 years only. Friday bargain 4.85
Boys' Bloomers, \$2.49
Gray herringbone stripe, made in full-fitting styles equipped with belt loops and governor fasteners. Sizes 6 to 16 years. Friday bargain 2.49
Simpson's—Second Floor.

Friday Bargains in Drugs and Toiletries

- Kepler's Malt and Cod Liver Oil, large 1.75
Powdered Borax, 2 lbs. .20
Apollo Emulsion Cod Liver Oil and Hypophosphites .50
Glycerine and Rose Water, 4-oz. 2
Apollo Buchu Nitre Kidney Pills, 2 for .20
Pebeco Tooth Paste .25
Cuticura Soap, cake .33
Palmolive Soap, cake .10
Soft Face Powder and Rouge, in dainty vanity case .37
Mennen's Borated Talcum, 2 for .27
One Pound Talcum Powder, 1lb of violet or violet .16
Mozart Talcum .17
Violet or Rose Talcum, 3 for .25
EXTRA SPECIAL—Castile Soap, long bars (War Tax Included). 27
Simpson's—Main Floor.

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