

SIMPSON'S

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Telephone Main 7841

Store Opens 8:30 a.m.

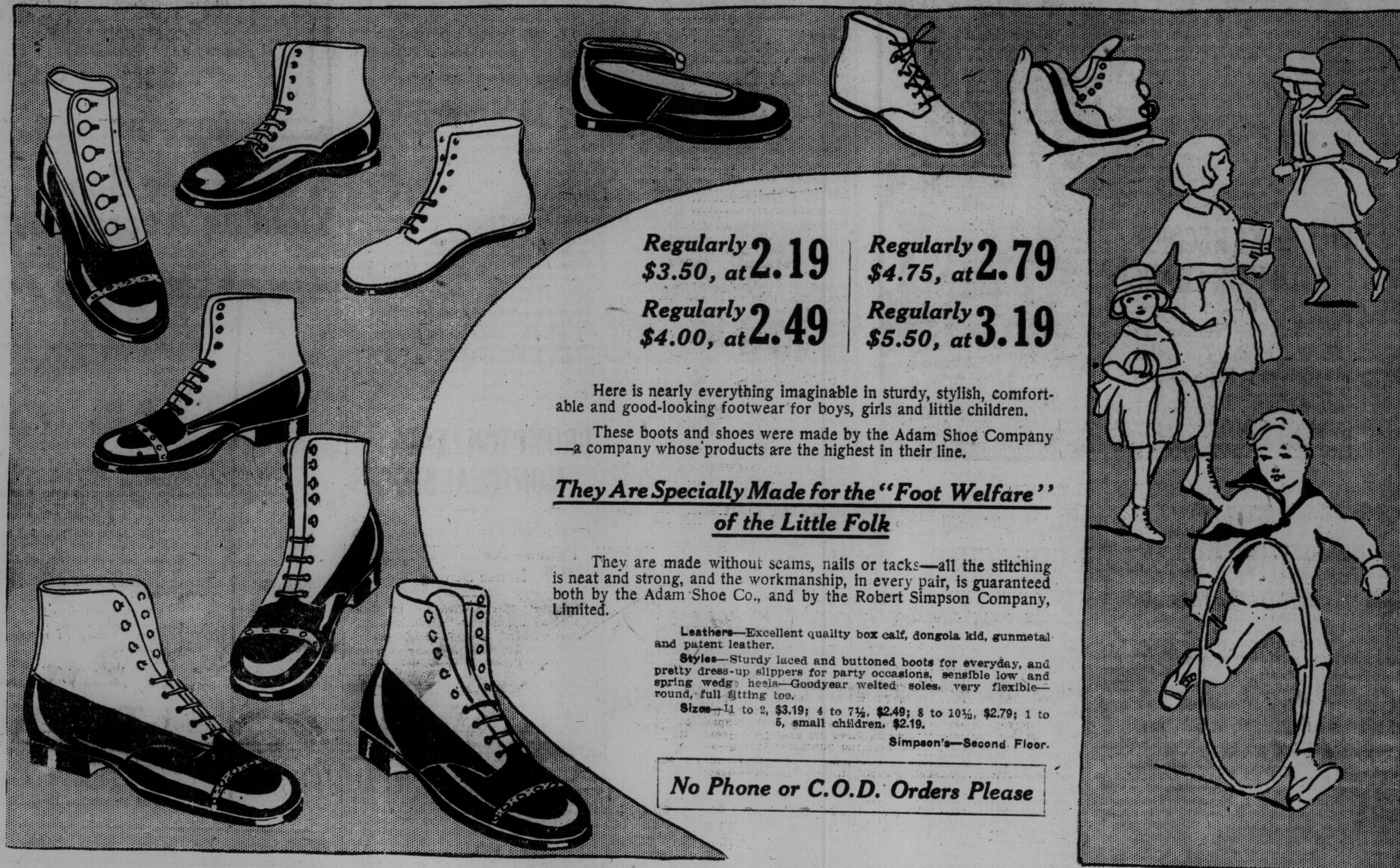
Closes at 5:30 p.m.

Open All Day Saturday

Market Adel. 6100

A Tremendous Purchase! 16,500 Pairs of Boys', Girls' and Small Children's Boots and Shoes From the Adam Shoe Co. \$47,000 Offered at \$26,000!

This is the Greatest Sale of Its Kind We Have Ever Held, Every Pair in the Big Assortment is Perfect in Material and Workmanship. The Values Are So Extraordinary That We Have Arranged For Additional Salespeople, Parcellers and Selling Space!



Regularly \$3.50, at **2.19**
Regularly \$4.00, at **2.49**

Regularly \$4.75, at **2.79**
Regularly \$5.50, at **3.19**

Here is nearly everything imaginable in sturdy, stylish, comfortable and good-looking footwear for boys, girls and little children. These boots and shoes were made by the Adam Shoe Company—a company whose products are the highest in their line.

They Are Specially Made for the "Foot Welfare" of the Little Folk

They are made without seams, nails or tacks—all the stitching is neat and strong, and the workmanship, in every pair, is guaranteed both by the Adam Shoe Co., and by the Robert Simpson Company, Limited.

Leathers—Excellent quality box calf, dongola kid, gunmetal and patent leather.
Styles—Sturdy lace and buttoned boots for everyday, and pretty dress-up slippers for party occasions, sensible low and spring wedge heels—Goodyear welted soles, very flexible—round, full fitting toes.
Sizes—1 to 2, \$3.19; 4 to 7½, \$2.49; 8 to 10½, \$2.79; 1 to 6, small children, \$2.19.

Simpson's—Second Floor.

No Phone or C.O.D. Orders Please

Women's \$50.00 to \$65.00 Tailored Suits \$42.50

75 only—secured from one of the leading manufacturers at a great reduction on his regular prices—hence these remarkable values.

Every suit in the splendid assortment is tailored from very fine tricotine, gabardine, poiret twill or Botany serge. Fancy tailored and braid-trimmed in delightful variety, and colors navy, black sand or brown. Sizes 32 to 44. Today, sale extraordinary **42.50**



Women's Garbardine Coats for Every Weather

\$22.50 \$25.00 \$30.00

These coats are exceedingly popular, as they provide a smart topcoat for sunny days and a raincoat when 'tis showery. Made from English gabardine (shower-proof), in the popular trench style, with raglan or set-in sleeve, belt and adjustable collar and cuffs. Colors rookie and gray. Prices, **\$22.50, \$25.00 and \$30.00.**

A Movie Show for the Baby

Dimples and smiles and baby graces. Pudgy arms and big, wondering eyes. Babies in the bath—on the scales—in the nurses' arms. All on the screen in Moving Picture Show to be shown Wednesday, Thursday and Friday in Simpson's.

Perhaps a white-aproned nurse or two in the background, but the

BABY IS THE STAR

Mothers will welcome this authoritative pictorial demonstration of how the infant should be bathed, fed and cared for. Kiddies will delight in the pictures.

Half-hour programmes, beginning 3:30, 4:00 and 4:30 p.m.

In the Special Lecture Room, Fifth Floor.

Free Tickets may be obtained at Exchange Desk, Main Floor, or Layette Room, Third Floor.

Pictures kindly loaned by Ontario Department of Public Health.

SIMPSON'S



Women's and Misses' Dresses \$14.95

Regularly \$25.00 and \$27.50

75 only—in fine taffetas, satins, crepes de chine and fancy nets. With charming novelty draped skirts, pretty sleeves and collars and girdles. Many shades. Marked to clear with a rush today **14.95**

Misses' \$59.75 to \$80.00 Suits \$42.50

Handsome tricotines, gabardines and serges, perfectly tailored—particular attention having been given to the close-fitting of collar and sleeve and the new narrow shoulders. Tastily applied trimmings of narrow and wide silk braid, silk embroidery and small buttons. Linings of plain or fancy silks. Navy and black. Sizes 14 to 20 years in the lot. Shop early for best choice of style and size. Today, only **42.50**

Misses' \$47.50 to \$57.50 Coats \$37.50

Bolivia, tricotines, velours, polos and novelty coatings. Many lined throughout with richly patterned silk, others half-lined. Sports, finger-tip and 45-inch lengths, belted with self or leather belts, box and inverted pleated, tailored, tuxedo or convertible collars, set-in or raglan sleeves. New Spring shades and sizes 14 to 20 years in the lot. Regularly \$47.50 to \$57.50. Rare value today **37.50**

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