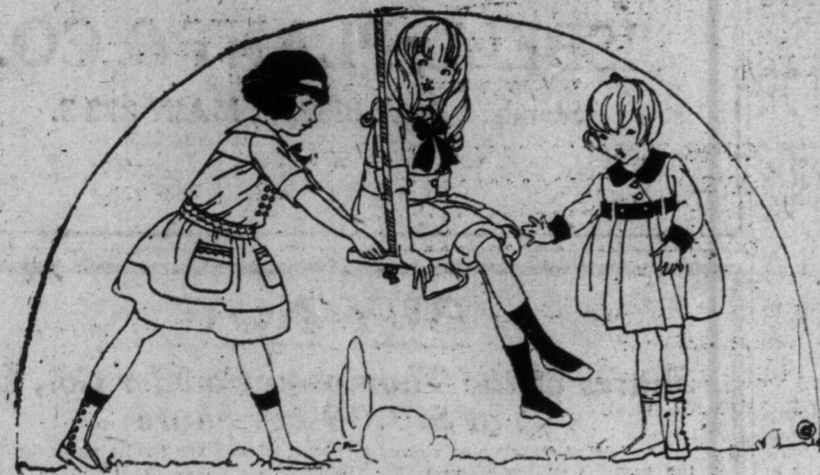


SIMPSON'S SIMPSON'S SIMPSON'S

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



The Kiddies' Shop

Spring Days Bring These Additions to Youthful Wardrobes.

Children's Reefer Coats, \$4.98

Natty reefers, so smart looking on the small boy and his sister. Fashioned of splendid wearing black and white checked coating and lined throughout.

Babies' Sweater Coats, \$2.98

Knit in links stitch of white pure wool. Dainty collar, button front, waistbelt and double cuffs. Sizes to 1 year. Today 2.98

Children's Print Dresses, 85c

Just the best sort of dresses for play-time for little girls of 3, 4 and 5 years. Made of strong print in half-button front style.

Little Boys' Wash Suits, \$2.19

Choice of four styles, including one-piece and two-piece models, made of fine chambrays, in Copen., reseda or Saxe blue. Dainty collars, pockets and waistbelt.

Sanitary Crib Pads, 98c

Heavily padded and quilted pads, covered with strong white cotton and with firmly bound edges. Size 21 x 33 inches. Today, special .98

Infants' Wear Department—Third Floor.

Smartly-Tailored Suits

For Women, Have Been Arranged in Three Interesting Values Featuring Popular Prices.

That indefinable art of combining simplicity, a certain definite style, and high quality at a moderate price, seem best achieved in these stunning suits.

Handsome Imported Wraps for Women

Take for their fashioning such lovely materials as Bolivia, crystal cord, suedette and velvety velour, and rejoice in designs of decided individuality—many of them copies of costly originals.

Large crush and scarf collars, rich braid trimmings, exquisite buttons and lovely linings—are features that tell of exclusiveness.

Misses' Spring Coats

Are Divided Among Straight-Line Styles—Coat Wraps—Cape Wraps and an Entirely New Presentation of Sport Styles.

Each of these clever silhouettes possessing dozens of new designs that will delight the young woman in search of a Spring wrap.

All the favored materials and colors are employed in their fashioning, and the rich silk linings are often as attractive as the coats themselves.

Very trig tailored suits in navy serges and gabardines with military braid and buttons for adornment—chic dress models in navy tricotine with little bolero or box coats richly embroidered or prettily waistcoated in self, metallic or Oriental shades—wool jerseys with youthfulness and fun in every jaunty line and in the vivid blues, rose, teal and Maeterlinck blues, sports wear favors.

Prices, too, are as varied as the designs, ranging from \$45.00 to \$265.00.



New Lisere Hats

The Shiny Variety Which Is So Fashionable for Spring Wear.

A huge shipment of new styles, featuring mostly the fashionable off-the-face models, in black, navy and nigger. This is one of the best purchases of this season. You must see them to appreciate their exceptional value. Today, at 3.95

A New Shipment of Pineapple Sailors to Sell at \$1.95

When you realize that the sale price is only about one-third to one-half what these sailors would sell for if bought regularly, and when you consider the exceptional vogue for sailors, you will not be surprised that we consider this one of the best values in the new season.

Broad and medium brimmed styles, in black, navy, sand, cherry, brown, etc. Priced for rush selling this morning. 1.95 Marabou Neckwear and Capes Return to

Favor for Spring Wear

A very fine assortment of stoles, in black or nigger brown, are offered in a special selling today. They are of extra quality marabou, nicely satin lined. Today 6.95

Chic Choker Neckpieces, in black marabou. Today 3.95

Simpson's—Second Floor.

The Small Pergam

This fine Eastern rug in small sizes has been exceedingly scarce for several years. We have just received a few in useful sizes for hall or room use in excellent colorings, in shades of old rose, green and camel.

- Size 3' 7" x 2' 3", at 49.50
Size 4' 8" x 2' 7", at 67.50
Size 4' 11" x 2' 7", at 75.00
Size 5' x 2' 10", at 85.00

Hoover Vacuum Cleaners

A housecleaning essential. Manufactured entirely by Canadian workmen from Canadian products, and still sold at pre-war prices, is the wonderful record of the Hoover.

- BABY HOOVER 62.50
HOOVER SPECIAL 75.00

Simpson's—Fourth Floor.

New Masculine Footwear

Men's Brown, Mahogany and Black Leather Boots with Goodyear welted leather soles, priced at \$6.75. The shapes are good—comfort has not been sacrificed to produce the natty style of these boots. Sizes 6 to 11. Price 6.75

Men's Brown Laced Boots with fibre soles and rubber heels. Made in two styles, Blucher with round toe and laced with recede toe. Sizes 7 to 10 only. Price 5.85

Boys' Black Leather Laced Boots with heavy leather soles. Made on a good-fitting last, with toecaps. Sizes 1 to 5. Special price 3.35

Boys' Black Velour and Patent Leather Boots with good weight soles. This is an assortment of well-made shoes for boys and small men. Sizes in the lot 1 to 6. Price 3.85

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

Simpson's—Second Floor

The Robert SIMPSON Company Limited

Fresh, Crisp Wash Fabrics

Now that the question of the Easter Suit is settled, all interests are centred in the summer wardrobe, which, of course, is another way of saying Wash Frocks. For the woman who makes her own, there is no end of lovely fabrics from which she may choose.

Fine Zephyrs

For women's and children's dresses. In plain shades of French blue, sky, tan, maize, and pink, as well as a large assortment of daintily checks; 22 inches wide. Today, yard 1.00

Gabardine at 95c Yard

In black and sand only. Suitable for summer suits, skirts, etc.; 36 inches wide. Today, yard .95

Mercerized Pongee at \$1.25 Yard

In delicate shades of Copen., gray, rose, champagne, sky, pink and white; 42 inches wide. Today, yard 1.25

Ratines at 49c Yard

In sky only. For women's house dresses and children's wear; 30 inches wide. Today, yard .49

Silk and Cotton Georgettes at \$1.75 Yard

In a large assortment of light and dark grounds with pretty floral designs. For Spring and Summer wear; 36 inches wide. Today, yard 1.75

Grafton Voiles, \$1.75 Yard

In grounds of black, navy, new blue, sky, mauve, gray, pink and white with floral designs in pretty contrasting tones; 40 inches wide. Today, yard 1.75

Simpson's—Second Floor.