

Telephone Main 7841

Store Opens 8:30 a.m.

Closes at 5:30 p.m.

Open All Day Saturday

Market Adel. 6100

The Furniture Sale
From day to day, here are great opportunities for you to secure your needs at prices reduced far beyond ordinary.

The SIMPSON Company Limited
Robert Simpson

A Man's Dinner
In the Palm Room the Business Man may obtain a substantial meal in which the food is cooked to his liking and served rapidly.

300 Dozen Infants' Bibs
Lace trimmed, quilted and wadded, some with fancy motifs. Friday bargain, 3 for \$1.00.

THIS IS FRIDAY BARGAIN DAY

Children's Semi-Ready Dresses
Of fine muslin. Stamped in small designs. Finished with cluster of tucks on shoulders. Sizes 1 to 4 years. Friday bargain \$1.75.

Wonderful Sale of Women's Spring Suits

\$37.50

Illustrated are two of the many, many stunning styles in this splendid collection of newest suits—on sale at a price that does not begin to hint of their value.



- Strictly Tailored —Tucked
Narrowly Belted —Braided
Fancy Cut —Braid Trimmed
Norfolk —Embroidered
Pleated —Silk Vested
Button Trimmed

Indeed, practically every new phase of the mode is represented in one smart feature and another.

They are fashioned from lovely wool serges in the favored navy or in black. Also from snappy tweed mixtures. Sizes 32 to 42.

Shop early—this is one of the most remarkable Friday bargains we shall be able to offer this season.

\$37.50
Simpson's—Third Floor.

Third Floor

Friday Bargains in Handkerchiefs

Women's Fine Lawn Initialed Handkerchiefs, dainty design, line finish, narrow hemstitched hems. Friday bargain, 3 for \$1.00.

Friday Bargains in Wash Goods

2,200 Yards Cotton Delaines, 49c Yard. Navy, black and cream grounds, with spots, stripes and floral designs. 27 inches wide. Friday bargain, yard \$1.49.

2,000 Yards Prints at 29c Yard. Light and dark grounds, with spots, stripes and figures. 30 inches wide. Friday bargain, yard \$1.29.

1,500 Yards Krinkle Crepe, 49c Yard. Printed designs on white grounds. 27 inches wide. Friday bargain, yard \$1.49.

2,700 Yards Lingerie Cloth, \$1.25 Yard. Pretty shades of sky, open, gray, rose, pink, champagne and white. 42 inches wide. Friday bargain, yard \$1.25.

Dress Goods Bargains

1,000 Yards All-Wool Serges, \$1.95 Yard. An unusual opportunity to purchase fine all-wool serges at the price of cotton.

British College Serges, \$2.24 Yard. All-wool and soap shrunk, navy and black. 40 inches wide. Today, yard \$1.24.

Worsted Shepherd Checks, 95c Yard. Small, medium and large checks. This material launders perfectly. 38 to 42 in. wide. Friday bargain, yd. \$1.95.

Extra! Silk Warp Poplin, \$1.68 Yard. For One Day Only. Heavy quality, deep black. Full color range. 36 in. wide. Friday bargain, yard \$1.63.

Children's Underwear Half Price!

This is a final clearance, and includes a manufacturer's stock of seconds with very slight defects and odds from previous sales. In the lot are infants' vests and children's vests, drawers, combinations and sleepers.

Children's \$2.50 Rompers Friday Bargain \$1.79
Dutch effect, made of strong navy canvas cloth, with attached white repp waist. Button back and drop seat. Fancy round collar and long sleeves. Sizes 2 to 6 years. Regularly \$2.50. Friday bargain \$1.79.

Girls' \$3.50 Flannelette Nightgowns Half Price

"Brighton Carlsbad" brand of superior quality heavy flannelette. All white or striped patterns. Sizes in the lot, 10, 12, 14 years. Friday bargain, half-price \$1.75.

Friday Bargain! Girls' Dresses \$8.95

Wool union serges and corded velvets. Three smart styles selected from regular stock. Silk braid or white pique trimming. Sizes in the lot 6 to 14 years. No phone orders. Friday bargain \$8.95.

Misses' \$35.00 to \$47.50 Coats \$22.50

Velours, silvertones and fancy coatings, in a host of charming youthful styles, and in a full range of colors. Lined and interlined to waist. Large collars and deep cuffs. Sizes 14 to 20 years. Friday bargain \$22.50.

75 Misses' Dresses Clearing at \$16.75

A wonderful assortment—serges, wool jerseys, velveteens and evening dresses in so many styles as to make choosing a pleasure. Sizes 14 to 18 years. Genuine Friday bargain at \$16.75.

Women's \$29.75 to \$35.00 Afternoon Frocks \$19.95

Straight out of regular "better" stock are these smart frocks of satin. Some are simply fashioned, with a brightening bit of embroidery—others show tunics, tuckings, ruffles and button trimming. Sleeves or georgette are an attractive feature of most of them.

Bargain! Flower Trimmed Hats \$7.95

In the face of the high cost of production, you would hardly believe it possible that we could produce such pretty, stylish and becoming hats to sell at this price. Made from lisero or fine Jap braids, many faced with crepe, featuring delightful new shapes.

Trimmed Hats, Sensational Bargain at \$1.95
Many of them were priced as high as \$13.50. Many attractive styles in velvet, trimmed with fur and new fancy feathers. Among them smart turbans for matrons. Also all the odd trimmed hats remaining from a busy season.

Satin Ready-to-wears, \$3.65 — Close-fitting, small, sailors, side rolls and mushrooms, made from "Skinners" satin and nicely banded with silk cord ribbon. Black, navy, brown, taupe and blue. Regularly up to \$6.50. Friday bargain \$3.65.

Friday Bargain! Tussore Silk Blouses \$3.95

A beautiful quality, real natural Tussore silk, selling today at \$2.00 yard. Fashioned in three stylish designs:

- Style 1—Square neck, flat sailor collar and tucked front.
Style 2—Slip-over style, buttoned on shoulder, and hemstitched yoke.
Style 3—Convertible collar and quarter-inch tucked front.

Sizes 34 to 44. Today's value \$5.95. A limited number only in this Friday bargain at \$3.95.

Lingerie Blouse Samples Friday Bargains \$1.95

Slightly counter-soiled. Many very smart designs developed from fine sheer white voiles. Embroidered and trimmed with fine lace. \$2.95 to \$4.50 values. Friday bargain \$1.95.

Hug-Me-Tights and Spencers, Half-Price—Regularly \$2.95 to \$7.50. Friday bargain, \$1.48 to \$3.75.

2500 Pairs Women's Low Shoes Today at



New Spring Styles 3.95

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

Special purchase from a large Montreal jobber, mostly lace styles, suitable to wear with spats.

An opportunity to get your Spring footwear at a big saving. The lot includes Oxfords and pumps, in gray, brown, black kid and calf, also patent calf leathers. Made on smart, comfortable lasts, with medium and narrow toes. Some have Goodyear welt soles, high and medium heels. Sizes 2 1/2 to 7. Friday bargain \$3.95.

Small Sizes in Women's Boots Clearing Today \$3.25

Large sizes have been sold, the balance will be cleared today—350 pairs only, women's gummetal, brown kid and calf leathers, in lace styles, with medium-high tops, light and medium weight soles and Spanish heels. Sizes 2 1/2, 3, 3 1/2, 4, 4 1/2. Friday bargain \$3.25.

The Sale of Men's Boots at \$6.75 Ends Today at 5:30

These are boots for which you usually pay dollars more. Made of Havana brown or gummetal leathers, with leather Goodyear welted soles. The shapes are recede and broader business lasts. All lace style. Sizes in each style 5 1/2 to 11. Today's sale price \$6.75.

Sturdy Boots for School Boys, \$3.95
Made of strong black leather, with good weight leather soles. Made on the school-boy last, with lots of room for growing feet. Sizes 1 to 5 1/2. Friday bargain \$3.95.

Boys' Brown Boots at \$4.25 and \$4.75
Made of dark brown kip leather in bucher style, with round toe and leather soles. Also straight lace styles with dressy recede toe, fibre soles and rubber heels. Sizes, 1 to 5 1/2; youth sizes, 11 to 13. Friday bargain \$4.25.

SHOPPERS' DAILY GUIDE

- BASEMENT. China Bargains, Hardware Bargains, Market Bargains.
MAIN FLOOR. Men's Clothing Bargains, Men's Furnishing Bargains, Men's Hat Bargains, Embroidery Bargains, Hosiery Bargains, Leather Goods Bargains, Ribbon Bargains, Jewelry Bargains, Silverware Bargains, Toilet and Drug Bargains, Book Bargains.
SECOND FLOOR. Boys' Clothing Bargains, Millinery Bargains, Wash Goods Bargains.
Dress Goods and Silk Bargains, Footwear Bargains.
THIRD FLOOR. Women's and Misses' Ready-to-wear Bargains, Blouse Bargains, Children's Wear Bargains, Whitewear Bargains.
FOURTH FLOOR. Floor Covering Bargains, Drapery Bargains, Linen Bargains.
FIFTH FLOOR. Furniture Bargains.
SIXTH FLOOR. Wallpaper and Paint Bargains, Electric Fixture Bargains.

An Unqualified Success!

Owing to the unprecedented demand for enrollment in Mrs. Blackburn's Course in Dressmaking and Tailoring, all the tickets have been exhausted. No further enrollment in this course will be possible, and there will be no free lecture today.

Ticket holders will please remember that the first classes will meet as follows:

- Class "A"—Monday, at 9:30 a.m.
Class "B"—Monday, at 2:30 p.m.
Class "C"—Tuesday, at 9:30 a.m.
Class "D"—Tuesday, at 2:30 p.m.

The SIMPSON Company Limited
Robert Simpson

FACT... ON THE COST... PROBS:... Wi... ONTARIO WILL... TO MI... Declaration... Govern... Labor... WAGE... Eiors, Feb... further legis... Drury govern... Hon. W. Rollo... The most im... vincial franch... the basis of... cause of tent... the enumerat... committed the... to the resolut... caucus as par... gram of the c... A small me... night in Mr... T. E. Blasse... facturer and... acted as chair... gestion that... Mr. Raney an... Albers, Hell... East Welling... not the peopl... government.