

Telephone Main 7841 Store Hours 8:30 a.m. to 5:30 p.m.

Store Open All Day Saturday Market Adel. 6100

SIMPSON'S—Remarkable Friday BARGAINS

The Second Day of The Lace Sale

Offers Bargains in Most Fashionable Laces That Should Not Be Slighted by Economical Women

Vals—Torchons—Clunys

Miles and miles of Nottingham Insertions, ½ to 1 inch wide, in styles used by home dressmakers.

6 yards for 12 6 yards for 24
6 yards for 18 5 yards for 25

Beautiful B. B. Camisole Laces in filet designs, insertions and edgings to match. 1 to 6 inches wide. Yard, 12½c, 15c, 18c, 25c, 35c, 50c and 75c.

Net Top Laces

Swiss manufacture, of lovely quality, finely embroidered. Regularly 75c, 85c, \$1.00 and \$1.50. Friday bargain, yard, 38c, 43c, 50c and 75c.

1,200 Yards White Lining Net, 36 inches wide. Yard 38

Simpson's—Main Floor.



Friday Silk Bargains

\$1.69 and \$1.75 Natural Pongee Silks, \$1.33 Yard—1,000 yards. Even weave, guaranteed to wear. \$1.69 and \$1.75 values. Friday bargain 1.33
\$2.50 Ivory Wash Satin, \$2.24 Yard—Will not slip. 36 inches wide. Regularly \$2.50. Friday bargain, yard, 2.24
\$1.95 Habutai Silks, \$1.68 Yard—In ivory or black. Yard wide. Regularly \$1.95. Friday bargain, yard, 1.68

Home Dressmakers' Needs

Collapsible Dress Forms, \$6.95
Famous Acme make. Sizes 32 to 44. Friday bargain 6.95

Adjustable Forms, \$10.00
36 to 44 inches bust measurements. Steel skirts, and collapsible. \$12.50 value. Friday bargain 10.00

12 Section Adjustable Forms, \$15.00
32 to 44 inches bust measurements. Regularly \$18.50. Friday bargain 15.00
Simpson's—Second Floor.

Pompadour Cambric Petticoats, \$1.95
Extraordinary value in smart tailored garments of good quality. Black with floral patterns in mauve and rose, and knitted flounce. Sizes 34 to 40. Friday bargain 1.95
Simpson's—Third Floor.

SHOPPERS' DAILY GUIDE

BASEMENT.
Simpson's Market.
Bargains in Hardware and Household Needs.
Bargains in China.

MAIN FLOOR.
Second Day of the Lace Sale.
Bargains in Toiletries.
Men's Coats, Trousers, Overalls.
Men's Work Shirts.
Men's Hats, 75c.
Bargains in Hosiery and Gloves.
Notion Bargains.
Hand Bags—Half Price.
Calendar Pads.
Jewelry, Half Price.
Hairbow Ribbons, 59c Yard.
Bargains in Books.

SECOND FLOOR.
Bargains in Trimmed Hats.
Friday Silk Bargains.
Dressmaking Forms.
Boys' Suits.

Bargains in Linings.
Wash Goods Bargains.
Boat and Shoe Bargains.
Dress Goods Bargains.

THIRD FLOOR.
Women's White Wear Reduced.
Friday Bargains in Children's Wear.
Women's Sample Suits, \$39.75.
Misses' Dresses, Half Price.
Misses' Spring Suits, \$47.50.
Misses' Sports Coats, \$32.50.
Middy Coats and Waists.
Kimono, Half Price.

FOURTH FLOOR.
2 Bargains in Stamped Goods.
Table Cloths, \$1.65.
Rare Bargains in Carpets.
Curtain Net, 49c Yard.

FIFTH FLOOR.
February Furniture Sale.

SIXTH FLOOR.
3 Light Fixtures, \$10.95.
Framing Bargain, 85c.
Simpson's Palm Room Bakery.

The **SIMPSON** Company Limited

Friday Bargains

Infants' and Children's

35c to \$3.50 Winter Underwear, 18c to \$1.49.

No Phone Orders Please.

Balances from stock, seconds, and slightly counterfeited garments. Different weights of fine pure wool, wool and cotton, cotton and wool, and sort combed cotton. In the lot are infants' vests and children's vests, drawers and combinations. Not all sizes in each style, but sizes to 12 years in the lot. Regularly 35c to \$3.50. Friday bargain, half price and less, 18c to \$1.49.

Children's Rompers, 63c

Strong striped print and pink or blue chambray. All piped and trimmed with contrasting color. Button back, drop seat, belt, and pocket. Sizes 2 and 4 years in the lot. Friday bargain 63c

Girls' Regulation Dresses, \$4.95

Made of splendid quality cadet blue chambray with white braid trimming on the collar and cuffs. Black corded middie tie. Sizes 6 to 14 years. Friday bargain 4.95

Simpson's—Third Floor.

Hosiery Bargain

Women's Silk Boot Stockings, 25c

Seconds of 75c quality, in black and white. Sizes 8½ to 9½. Friday bargain 25c

Hairbow Ribbon 59c Yard

All the wanted light and dark shades. Fancy stripes and Dresden patterns. 5 in. wide. Regularly 75c. Friday bargain, yard 59c
Simpson's—Main Floor.

Bargains in Books

10 Sets Only Stewart Edward White's Novels, Half Price—10 volumes. Cloth bound. Blazed Trail, Riverman, Westerners, Rules of the Game, Claim Jumpers, Silent Places, Arizona Nights, Land of the Footprints, Camp and Trail, Blazed Trail Stories. Regularly \$15.00. Today 75c. Phone Your Order—Main 7841.
Book Dept.—Main Floor.

Negligees, Kimonos and Gowns—Half!

21 exquisite gowns from regular high stock, marked low to sell with a rush today.
Fine satins, silk crepes de chine and heavy silk in plain shades or lovely combinations. No phone orders, please. Regularly \$17.50 to \$36.00. Friday bargain, \$8.75 to \$18.00.
Simpson's—Third Floor.

Table Cloths \$1.65

Cotton damask of heavy quality in assorted designs. Hemmed. Size 56 x 72 inches. Limited number of phone orders will be taken for this item. Friday bargain 1.65
Simpson's—Fourth Floor.

Notion Bargains

Locket Safety Pins with guarded coil. 12 to card. Non rust. All sizes. Today, 2 cards for 13
White Cotton Hat Elastic, 6 cord. Today, yard 4
Gold Medal White Twill Tape, 10-yard roll, ¼ to ½ inch wide. Today, roll 20
Silk Hair Nets with elastic. Large size. All shades. Today, 6 for 25
Embossed Metal Bag Frames, \$1.39—Chain handles, 6 and 8½-inch frames. Friday bargain 1.39



White Pearl Buttons, two and four hole, 16 to 20 line. Today, 2 cards for 13
Shell and Amber Back and Side Combs at Half Price. Regular price 50c. Today 25

Silk Chiffon Velvet Hand Bags, Half-Price

Black, brown and navy. Swing purse and vanity mirror. Regularly \$6.00 to \$8.50. Friday bargain, \$3.00 to \$4.25.
Simpson's—Main Floor.

Extraordinary! Women's Sample Suits \$39.75

Stunning Examples of the Newest Modes, as They Were Used as Models by the Manufacturer. Secured by Us at Far Below Regular, Hence Exceptional Value

Silverstone, Serges, Gabardines, Wool Jerseys—in so many designs as to make choosing a pleasure at the low price. Mostly in navy and black. Sizes 32 to 40. Friday bargain 39.75

Simpson's—Third Floor

Misses' Dresses Half Price

Dresses Suitable for Every Occasion Going at Remarkable Figures

Regularly \$25.00 to \$32.50, at \$12.50 to \$16.25
100 dresses—comprising a remarkable assortment of serges, silks and velveteens, as well as a few dainty evening frocks. No phone or C.O.D. orders, please. Today's extremely low half prices, \$12.50 to \$16.25.
Simpson's—Third Floor.

Misses' Spring Suits Bargain at \$47.50

Here are suits of distinctive cut and finish at a price you usually pay for more ordinary styles nowadays.

Developed from fine men's wear serge, with the new flared and rippled coats—richly braid and button trimmed and nicely lined. Mostly in the favored navy shade. Remarkable Friday bargain at 47.50

Misses' Spring Sports Coats at \$32.50

Coats That Sell Ordinarily at \$37.50 to \$47.50
Sample lines and manufacturer's overmakes of new design.

Materials—Tricotine, velour, serge and fancy tweeds.
Styles—Finger tip and knee lengths, full and half-lined with fancy silks.

Colors—Tan, taupe, navy, copen, sand.
Sizes—14, 16, 18 and 20 years.
Friday bargain 32.50
Simpson's—Third Floor.

Simpson's Palm Room Bakery

Produces French Pastries and Cakes of superior quality—wholesome and delicious. When you wish to take home something especially tasty, or to secure a supply for a social occasion, this is where you will find satisfaction.

Simpson's Palm Room Bakery—Sixth Floor.

Boot and Shoe Bargains

No Phone or Mail Orders on Sale Footwear

Men's Boots, Bargain at \$7.95
Black or brown calf, black or mahogany kip, some leather lined. Recede and round toe shapes. Good-year welted soles and laced or blucher laced tops. Sizes in the lot, 5 to 11. Friday bargain 7.95

Boys' Boots Clearing at \$3.85
A new recede model, in mahogany, brown or gun-metal leather, with sewn soles of leather. \$4.50 and \$4.95 values. Sizes 1 to 5½. Friday bargain 3.85

Remarkable! Women's Boots at \$2.95 Pair
300 pairs, fresh, up-to-date boots, in sizes 2½ to 4, for a special clearance. Patent kid and calf leathers, in black and dark Havana brown. Wide and narrow toe shapes, long and short vamps and imitation toe-caps. Medium soles, Cuban and Spanish heels. Regularly \$5.00, \$6.00 and \$7.00. Today, pair 2.95

Women's \$5.00 to \$7.00 Low Shoes, \$3.95
Oxfords, pumps, colonials, made in perfect fitting, wide, narrow or medium shapes.

Black, brown and gray kid and calf leathers, also patent leather. McKay and turn soles. Spanish, Cuban and Louis heels. Sizes 2½ to 6½. Friday bargain, pair 3.95

Misses' Havana Brown Kid Boots, \$4.49
A special last for growing feet, with wide, low heel and medium toe shape. Strong McKay sewn soles. Sizes 11 to 2. Friday bargain, pair 4.49

Girls' Black Kid Boots, \$2.69
Medium toe with patent leather toe-caps. McKay sewn soles and low flat heels. Sizes 8 to 10½. Friday bargain, pair 2.69
Simpson's—Second Floor.

Bargains in Trimmed Hats \$10.50

Many smart new styles have just arrived in the popular black shiny braids, with brims and crown tips of the fashionable toilet cre (black oilcloth).

Also of fine visca braids, trimmed with flowers or fancy feathers.

Colors navy, nigger, taupe, brown, new blue, sand, etc. Friday bargain 10.50

Ready-to-Wear Bargains

A host of styles, many of which could not be purchased by us at the sale prices.

Lisere and fine braids in pretty sailors, mushrooms and close fitting hats, banded with silk cord ribbon. Some with double brims. Friday bargain at \$4.00, \$4.50, \$5.00 to \$7.50.

Two Bargains in Untrimmed Shapes, \$2.00 and \$4.00

Made from chip lisere, three-end Jap braids and lisere. Dozens of striking styles, including many for women in middle years.

Black, navy, nigger, taupe, sand, blue and gray. Friday bargain, \$2.00 and \$4.00.

Bargains for the Student and Home Milliner

Buckram frames, newest shapes, 85c, \$1.00, \$1.25 and \$1.50.

Buckram 30
Crowns 30
Willow Buckram, yard 75

Straw Braids—In Swiss viscas in black, navy, taupe, nigger, Alice, peacock, purple, sand and

tuscan, \$1.50 value. Friday bargain 95

Also Swiss braids in narrow, fine patterns, wide viscas, and lisere. \$1.25, \$1.50, \$1.75 and \$2.25.



Dress Goods Bargains

2,000 Yards British College Serge, \$1.95 Yard—Fine all-wool serge in fast navy and black, 40 to 42 inches wide. On sale at bargain tables, Main Floor. Friday bargain 1.95

West of England Serge, \$2.44 Yard—All-wool and soap shrunk. 42 inches wide. Fast navy and black. Friday bargain, yard 2.44

Silk Warp Poplins, \$1.79 Yard—All the wanted shades. Friday bargain, yard 1.79

Spring Tweeds Low Priced, \$1.95 Yard—New checks and stripe effects. 40 inches wide. Friday bargain, yard 1.95

Simpson's—Second Floor.

Women's \$3.50 Nightgowns \$1.98

Pink batiste, with hemstitchings and ribbon bows of white cotton, with lace or Swiss embroidery. Regularly \$2.75 to \$3.50. Friday bargain 1.98

75c Corset Covers, 59c—White cotton, with embroidery yokes. Regularly 75c. Friday bargain 59

Women's \$1.25 and \$1.50 Flannelette Undershirts, 95c—White or striped. Plounce of self. Regularly \$1.25 and \$1.50. Friday bargain 95

Women's \$1.25 Flannelette Drawers, 85c—White or striped. Elastic at knee, forming full of self. White in open style; striped, in both styles. Regularly \$1.25. Friday bargain 85

\$5.50 and \$7.50 Bon Ton Front Laced Corsets, \$4.95—Excellent quality white coutil, medium or low bust. Wide elastic band at back. Sizes 32 to 38. Regularly \$5.50 and \$7.50. Friday bargain 4.95

Knitted Combinations, 88c—Early spring weight, ribbed cotton. Low neck, short or no sleeves. Tight knee drawers. Friday bargain 88

Simpson's—Third Floor.

Bargains in Toiletries



Order a supply of this high-grade Toilet Paper—Vaudeville—a big roll of exceptionally fine toilet paper, equal to about four of the ordinary size. Special for today, 2 for 23c, 4 for 41c.

Cuticura Soap, Special today, cake, 24c, 2 for 45c.

1,440 tubes English Pebecco Tooth Paste. Today special 33

Vinolia Castile Soap, Regularly 5c cake. Special, 12 for 49

Simpson's—Main Floor.



Liberty Nickel Wire Stand

With memorandum calendar pad. Regularly 75c. Today 59

Bunch of Dates, calendar pad. Regularly 65c. Friday price 49

The Standard Hoyle, a complete and reliable authority upon all games of chance and skill. Cloth bound. Regularly 75c. Today 59

Phone Your Order—Main 7841. Stationery Dept.—Main Floor.

Jewelry—Half!

\$5.00 to \$10.00 Bar Pins, Half Price at \$2.50 and \$5.00—Pearl, amethyst and pearl, peridot and pearl, cameo, sapphire and pearl bar pins. 10k and 14k gold.

\$1.50 to \$2.00 Beads, 69c—200 strings of novelty celluloid neck-lets, in coral, red, jade, green, black and blue. Some imitation cameo beads and mirror beads. Regularly \$1.50 to \$2.00. Friday bargain 69

Simpson's—Main Floor.

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