

SIMPSON'S FURNITURE & HOME FURNISHING SALE

Store Opens 8:30 a.m.
Closes 5:30 p.m.



Dainty Feminine Footwear

This Store has always made a specialty of dainty footwear for the particular woman. Footwear of the quality to which she has always been accustomed, and which reflects the atmosphere of the fashionable world.

To the attention of those who ask quality and satisfaction in fine bootery, we would bring the following:

QUEEN QUALITY 104-5—of soft black kid leather. Plain vamp on new St. Regis last. Leather heel, Spanish shape. Goodyear welted sole. All sizes. Widths AA to D. Price 15.00

QUEEN QUALITY 107-3—built on a special last to fit a high-arched foot. Black kid lace. Goodyear welted sole. Cuban heel. Medium vamp. All sizes and widths 13.00

QUEEN QUALITY 103-2—black kid lace boot, 9-inch upper, long vamp, with imitation toecap, fine Cuban heel. Goodyear welted sole. Price 12.00

Breakfast, Lunch or Tea

SIMPSON'S PALM ROOM is highly satisfactory. The appointments are good, surroundings cheerful, and the attendance prompt and courteous. Try it today.

Simpson's—Sixth Floor.

Twelve for Dinner

On the occasion of a golden anniversary, family reunion or good old dinner party, you need a satisfactory china service. Here is an opportunity to gain one advantageously.

A complete dinner service for 12 persons, in Johnson's high-grade dinnerware, with gold-traced handles and edges and dainty pink rosebud border decoration. Today, specially priced at 32.50

Simpson's—Basement.

The **SIMPSON** Company Limited

Your Opportunity!

The Furniture Sale is booming. Each day new advantages included in this huge variegated display are being appreciated by purchasers. All those who purpose buying furniture in 1920 should avail themselves of the opportunity here extended. Whether a single piece or an elaborate suite, this is the logical moment to buy. Canadian merchandise for Canadian people.

The Glory of Spring Silks

There is something inherently Spring-like in these silks. One, for example, is in sky blue, with a leafy sprig of leaves across the face of a young silver moon. Another is in brilliant green, bearing brown trumpet flowers. But the array demands personal inspection.

New "Morning Glory," in silks for dresses and separate dressy skirts. An entirely new weave, similar to Pussy Willow Taffeta, featuring exclusive designs, various patterns, on grounds of tan, brown, midnight blue, French blue, evening gray, black, navy, etc.: 40 inches wide. Yard 7.50

Satin Duchesse Mousselines

are here in abundance, in lovely evening shades of shell pink, tea rose, citron, orchid, sky, champagne, evening gray, cantillon. Also in smartest street shades of caster, taupe, amethyst, wine, pearl gray, French blue, Jap blue, 36 inches wide. Yard 3.50

Telephone Main 7841

Market Adel. 6100



New Dress Fabrics

An advance showing of the materials from which Fashion is creating smart outer apparel for women's and misses' spring wear, reveals the decided tendency toward the gracefulness that dominates the season's modes. Beautifully soft fabrics of finest texture and often of a suede-like finish (a close ally of the fashionable leather), gain added glory from radiant colorings denoting the gaiety and joyousness of Spring.

A Favorite

WOOL JERSEY holds a place in Fashion's favor hitherto unequalled, and the latest word from New York tells us it will again be pre-eminently popular for sports, business, and even extremely dressy wear—often combined with satin or tricotette, or richly embroidered. The favored colors are here, including new

HEATHERTONE JERSEYS, in rich heather-mixed effects. 54 inches wide. Yard \$5.00 and \$6.50.

SILK AND WOOL FABRICS are destined to unparalleled distinction because of their shimmering silken finish, grace of weave, and durability. Particularly featured are Bengaines, Falile Poplins, Satin Theresa and Crepe Poplins in every wanted shade.

and Velours

Here we touch upon a few of the fabrics which permeate the coat and wrap mode.

WOOL DUVETYN is strongly stressed for the wrap-coat that continues in vogue supreme. Colors sand fawn, gray, nigger and navy. 64 inches wide. Yard 6.50

GOLD TONE VELOURS, whose very name hints of elegance, are featured in new blues and browns that introduce a gold tone thread giving an effect of unsurpassed richness. 54 inches wide. Yard 7.50

BROADCLOTHS AND GABARDINES are also to be had in coating weights, and in all the wanted Spring shades. Yard, \$5.00 to \$7.50.

Gabardines are

more fashionable than ever before, in charming shades of sand, gazelle, taupe, nigger, navy and mastic. 54 inches wide. Yard 7.50

SUPERB FRENCH AND ENGLISH BROADCLOTHS, of rare beauty. Chiffon, satin and suede finishes. Shades include French Blue, Sand, Mastic, Cork, Jade, Nigger, Taupe, Graphite and Navy. Yard, \$5.00 to \$7.50.

SUEDE-VELOUR, in all the favored shades. 54 inches wide. Yard 6.50

MEN'S SUITING TWEEDS, of which the favorites are Fancy Homespun, Bannockburn and Novelty Check. Very new rich mixtures. 54 inches wide. Yard, \$3.00 to \$6.50.

Principally Concerning a Rug

"What color is your wallpaper?" asked the Simpson decorator. "Before one can suggest proper upholstery, or the rug you will want, it is essential to know the general color scheme."

"It is an oatmeal paper in a medium tan shade," she replied, "and I have a pedestal lamp with a rose shade."

The decorator then asked the location of the room, the exposure and the amount of daily sunshine.

"Why, I never dreamed that all these things entered into the buying of a rug," she declared laughingly, "I thought I would just come in, see a scrumptious big Oriental rug, fall right in love with it and carry it away. Why we haven't even looked at them yet."

"No," reminded the decorator, "but knowing the environment, we can view them now and secure exactly the thing."

They looked at Kirmanshahs of refined coloring and intricate pattern, at Sarouks, Irans, Kazaks, and finally settled upon a generous Chinese rug with blue background and characteristic golden peach motifs.

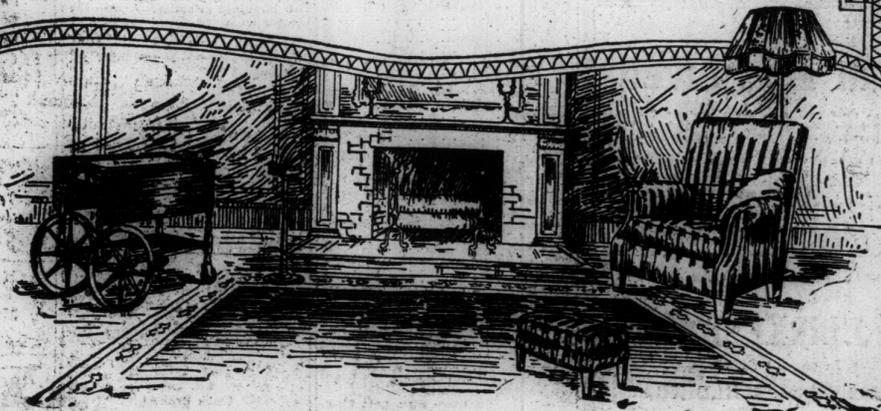
"I am so pleased with the rug," sighed the purchaser, "but I have a host of other things to buy and can't afford them for weeks."

"If you join the Home-Lovers' Club it is quite simple," said the decorator. "Purchase nearly anything in furniture or home furnishings on a convenient payment basis."

When the rug went out on delivery, it was accompanied by a Chesterfield, portieres and other things. "I am so glad I learned of the Home-Lovers' Club," said the purchaser happily, as she drove home.

The Home-Lovers' Club

Simpson's—Fourth Floor.



Suits and Overcoats for Boys

A final offering of high-grade suits, prior to stock-taking. Double and single-breasted, waistline and better models, in gray and brown worsted effects, and mixed tweeds.

Bloomers, full-fashioned, with pockets, governor fasteners. Sizes 7 to 18 years. Regularly \$18.00 to \$24.00. Today 13.75

Boys' Overcoats at \$16.75

These were left over from our regular selling lines and represent a great saving to the purchaser. In wool and cotton mixtures.

Double-breasted and belted models with convertible storm-proof collars, well lined throughout. Sizes 13 to 17 years. Regularly \$25.00 to \$28.00. Today 16.75

Boys' Blue Worsted Bloomers

Strongly made in blue worsted material. Extra full cut, reinforced seams, side and hip pockets, belt loops, and governor fasteners. To fit boys from 7 to 17 years. Today, \$2.50 and \$2.75.

Simpson's—Second Floor.

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