

Telephone Main 7841

Store Opens 8:30 a.m.

Closes at 5:30 p.m.

Open All Day Saturday

Market Adel. 6100

Sale Opportunities
Your special requirements in various lines will be economically fulfilled in the Silverware Sale, the Furniture Sale, and the Hosiery Sale, now under way.

The SIMPSON Company Robert Limited

Afternoon Tea
A pleasant restful conclusion to a busy afternoon's shopping may be enjoyed in the seclusion of the Palm Room. Dainty service—well-brewed tea.

Simpson's for Kodakery

We Maintain a Complete Assortment of Kodaks and Accessories

The youth of nowadays is fortunate in having the Kodak as a companion in all adventures. The mother of a family is fortunate in having it as a pictorial recorder of all the interesting periods in her children's lives.

All those who want Kodaks or Kodak supplies of any character, or for any purpose, may easily obtain what they require in our Kodak Department. Our stock is complete.

In addition, the essentials for printing and developing, together with latest devices and improvements, are obtainable. Our developing and printing service is a 24-hour one.

Kodaks and Brownies

1A Kodak Jr., finished in genuine leather, on aluminum frame. Vertical and horizontal view finder, good meniscus lens and ball bearings shutter. Takes pictures 2 1/2 x 4 1/4. 1825

Simpson's—Main Floor



The Silver Sale

Daily Holds Out Advantages Which Should Be Seized While Open

In the calendar of the Simpson Store activities this great sale of silverware makes red letter values for every housekeeper or gift-seeker.

For here are offered from our regular stock of standard ware, fine pieces of table silver at prices phenomenally reduced.

Simpson's—Main Floor

3 Things for Men

Working Gloves. Grouping of several kinds of leather unlined gloves; draw-string at wrist, and all sizes. Today .59

Men's Flannelette Pyjamas, made from good quality Canadian material—neat striped patterns—frog and button fasteners, military collar, one pocket. All sizes. Regular \$3.00. On sale today 1.98

Silk Knit Neckties, in a large assortment of crossbar stripes, in a big range of contrasting colorings. Regularly \$1.00. Today .69

Simpson's—Main Floor

Teach the Young Idea To Walk.

In Simpson Boots Which Possess Hygienic As Well As Dress Qualities

If you would prevent your children from growing up from youth with weak-arched or flat feet, you should provide orthopaedic shoes for them. They are medically endorsed and beneficial.

Orthopaedic Shoes

Made specially for children with weak or flat arches. Brown calf leather, with Good-year welt sole and low flat heels. Sizes 8 to 10, \$4.50. Sizes 11 to 2, \$6.00.

Little Lad's Dress Boots

Made in a style like Dad's, of patent colt leathers, wide toe, with dull kid top, Goodyear welt sole and low heel. Sizes 6 to 7 4.00

Sizes 8 to 10 1/2 4.50

Same style in a gun-metal, \$4.00 and \$4.50.

Same style in brown calf leather, \$4.00 and \$4.50.



Children's Dress Boot

A smart button boot for girls or boys, patent colt leather, with plain square toe and gray buck top. Best oak canned turned sole and spring heel. Sizes 2 to 4 2.75

Sizes 4 to 7 1/2 3.75

Sizes 8 to 10 1/2 4.00

We guarantee these to be of the best materials.

Simpson's—Second Floor.

Simpson's Salons for Imported Gowns.

The Fascinating Tailored Frock

Fashion has decreed that Foulard shall be more to the fore than ever this season, and immediately launches the most fetching foulard frocks one could possibly imagine.

Not the foulards of olden days, but with new exclusive designs borrowed from Persian tapestries, Egyptian sarcophagi, Greek temples and other treasures of the East, to which designers are turning for inspirations this season.

The weaves, too, are surpassingly rich and soft, seen particularly in navy grounds, with lemon, white and parchment prints. Also black with white.

The following description tells the story of what frock designers are doing with this fashionable fabric:—

The Vogue of Black and White

is expressed in a beautiful frock in black, with large white squares, centred with a queer little oriental design in white. Broad accordeon-pleated panels fall from neckline to hips at back and front, caught in with a wide buckled girdle. Price 53.00

Simpson's—Third Floor.

A Very Novel Design

shows fine white lines printed in groups on navy foulard, to give the effect of long and short stitches. These in circular fashion on the applied tunic, which is caught in umbrella folds about the hips—and in vertical style on the simple bodice with its bit of pleated frilling on neck and short sleeves.

Truly a stunning frock. Priced at 69.75

The Popular All-Over Design

is carried out in elongated ovals of maize on navy. In the simplicity of the style lies added charm. The knee length tunic is slit at each side to the waist and bordered with ruchings of navy satin. These also appear on the long sleeves, and there is a broad navy sash. Price 87.00

For Very Dressy Occasions

is reserved the charm of another exquisite frock. The foundation is foulard in navy with white—this veiled with navy georgette, handsomely embroidered and beaded in navy, and caught up under the hem in harem effect. It is short-sleeved. Price 125.00



Smart Sport Skirtings

New Arrivals in the Most Favored Shades and Designs For Outdoor Wear

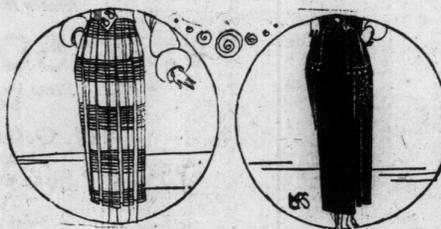
These recent shipments of fascinating all-wool fabrics will make you long for spring sports to begin.

The favored fawn and sand grounds show designs in overplaid, and block checks in jade, Pekin, tan, rose, emerald. There are also bold effects in black and white checks and stripe effects. 54 and 56 inches wide. Yard, \$8.50 to \$12.00.

New Embroidered Fabrics. Further shipments of daintily embroidered materials for one-piece dresses and skirts.

Silk and Wool Faillie

Poplin. Blues, Copen, brown, navy, fawn, sand and gray. Distinctive designs in black silk. 40 inches wide. Yard 7.50



Simpson's—Second Floor.

Embroidered Jersey

Turquoise and fawn jersey, handsomely embroidered in black silk, 3/4 to 1 yard makes one of the fashionable slip-on smocks. Yd. 9.50

The Charm of Cut Glass

A Fine Display of Choice Designs at Reasonable Prices in the Basement

There is an irresistible fascination about cut glass. The sparkle of it in morning sunshine, sitting in the breakfast room, the design and clear cuttings have so powerful an appeal that the majority of homes boast at least a piece or two.

Whether you come in seeking a nice water set, priced from \$4.95 to \$40.75, as a wedding present, or for your own home; a Belgian bonbon dish of crystal clearness and delicate workmanship at \$5.95, or a tall decanter at \$10.00, you are sure to discover the piece that pleases you most.

Cut glass ware is a Simpson specialty. There is, for example, hived off in a glass house of its own, a massive and imposing punch bowl, perhaps the most distinguished piece of its nature in Canada. The price of this is \$225.00.

One great advantage is that you are enabled to equip your buffet by purchases from time to time. Two popular patterns are the Roden Aster and Sunflower, and these may be made up by purchasing from time to time.

The Normandy design also is obtainable in open stock.

Simpson's—Basement



A Blouse Sale

Excellent Quality But Slightly Counter-Soiled

Georgette, Crepe de Chene, Jap Silks and Lingerie Blouses in designs that are very smart.

The fact that they are slightly counter-soiled accounts for the remarkable price reductions.

No phone orders, please. \$3.95 to \$20.00. Half-price today, \$1.98 to \$10.00.

Simpson's—Third Floor.

Women's Coats \$27.50

Each offers actual saving of \$22.50 to \$32.50, with no regard for original cost. We have staged this immense clearance of our better winter coats for today.

So various are the materials, styles and shades (in fact, almost every phase of the winter mode is represented) that description is impossible. Sufficient that every coat is smart, well-tailored and at least half-lined. Sizes 32 to 44.

Morning shopping is imperative for best choice. Today, at 27.50

Simpson's—Third Floor.

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