

SIMPSON'S

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Telephone Main 7841

STORE OPEN ALL DAY TODAY

Market Adel. 6100

A Very Good Day for Men

Since in the Men's Store Will Be Found Many Special Offerings of Seasonable Things in Men's Wear at Very Special Prices.

In the first place comes underwear. Every man nowadays is smiling at the thought of putting off the heavy "old" and donning the light "new."

Then comes the silk shirt at a most unusually low figure.

Hats, the price of which and the quality of which are hard to beat.

And two real offers in footwear of style, durability and man comfort.



Forsyth Brand Athletic Combinations, made from fine quality nainsook material. No sleeves style, and knee length drawers. Sizes 34 to 44. Each 1.50
Also Shirts and Drawers same as above. Sizes 34 to 44. Each90

Penman's Natural Wool Underwear, or Penman preferred brand. Fine wool and cotton mixtures. Spring weight shirts and drawers have fine biege facing. Brace loops. Sizes 34 to 44. Special, today 1.95

Pongee Silk Shirts—625 only, Men's Pure Silk Natural Shade Pongee Shirts of Forsyth brand. Each with separate collar to match. Laundered neckband, ocean pearl buttons, double French cuffs, coat style. Heavy Japanese silk. Sizes 14 to 16½. Regularly \$6.00. Today 4.95



Men's \$5.00 Hats \$3.45



Smart fedora shaped soft felt hats with slightly curled brims, welted, and silk bound styles. Shades of gray, green and brown. Today . . 3.45

Men's \$4.00 Black Stiff Hats, \$2.95. Fur felt stiff hats of medium crown style, with real leather sweatbands. One of this season's shapes. Today 2.95

Men's and Boys' Caps, 69c. Regularly 95c and \$1.25. Assorted shades and shapes. Today69

Simpson's—Main Floor.

Men's Calfskin Boots

In brown and black, with Goodyear welt leather soles. Boots that have good appearance and good wearing qualities. Smart, good-fitting lasts. Among them are several smart lines of broken sizes and samples. Sizes in the lot 5 to 11. Today 7.95

Men's Brown Side Leather Boots, welted fibre soles and rubber heels. Made in two shapes, recede and blucher, round toe. Sizes 5½ to 10. Special, today, pair 5.85

Simpson's—Second Floor.

Half-Price Frocks Today

Six of the designs quoted below:

Midnight blue taffeta, with finest etchings in gold.

French blue taffeta of extra rich quality, with the modish apron panels.

Navy georgette gleaming with black bugle beads and touches of coral.

Navy blue georgette with elaborate black silk embroidery or bolero and tunic.

Rich black satin with gold rope girdle heavily tasselled, cuffed hem lined with shot silk and touches of vivid blue.

Simpson's—Third Floor.

Economy in Smart Suits

May Be Practised Today by Women and Misses, For You Will Note the Variety of Spring Styles at Special Prices.

The many styles in this great assortment of Women's Suits have been so popular to have become much broken in size. This alone is the reason for the striking reduction.

The suits are carefully-tailored from fine wool serges and Poirer twills in the strict, braid-bound, button-trimmed styles many women prefer, or in the novelty-tailored, braid-trimmed models.

Navy, brown, sand and black, and sizes 32 to 42 in the lot. Extraordinary value today 35.00

Misses' Suits in a Sale

Founded Upon a Remarkable Special Purchase to Which We Have Added a Host of Styles Straight Out of the Regular Stock, Radically-Reduced.

Fortunate, indeed, will be the young woman who obtains one of these stunning suits at the very moderate sale price.

Fine, soft tricootines, gabardines and men's serges went into their expert tailoring. There are box, ripple, distended-hip and strictly-tailored styles—to which is added the charm of silk embroidery, the smartness of military braid and many buttons, the chic of glittering vestee.

You will note, too, the shapeliness of Tuxedo shawl or tailored collar and tapering sleeve, which denote their "better" style. Besides, all are beautifully silk-lined.

Most of them are navy and black, and there are sizes 16 to 20 years in the lot. Be here when the gong goes today for this remarkable money-saving value at 47.50

Simpson's—Third Floor.

Handsome' Afternoon Frocks

Half Price

- Regularly \$45.00 Today 22.50
- Regularly \$55.00 Today 27.50
- Regularly \$62.50 Today 31.25
- Regularly \$75.00 Today 37.50
- Regularly \$85.00 Today 42.50
- Regularly \$95.00 Today 47.50

Never have we staged a selling where foremost fashion, rare quality and unsurpassed values have been so happily combined. Each single frock in this wonderful assortment spells exclusiveness and originality from neckline to hem—and the fact that a very great many of them are individual models taken right out of our Salons for Imported Gowns and half-priced for the occasion, gives a key to the greatness of the sale.

The remaining frocks represent an unusually fortunate purchase which, if bought in the ordinary way, would sell at the above regular prices. Comprising in all:

- Georgettes—Just arrived. Gorgeously beaded.
- Handsome Taffetas—With apron panels, delicate stitchings.
- Rich Satins—Softly draped, accordeon-pleated.
- Georgette and Taffeta Combinations—With crystals or jets or simply fashioned.
- Crepes de Chine—In soft and cool styles.

Simpson's—Third Floor.



The SIMPSON Company Limited

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