

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, has great opportunities for you to secure your needs at prices reduced far beyond ordinary. If you join the Home-Lovers' Club you are enabled to more easily realize these opportunities on an extended payment basis.

The **SIMPSON** Company
Robert Limited

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 daintily. A quiet, restful place in which to dine with comfort.

**New Woollen
Plaid Skirtings**

Featuring Rich Combinations of
Colors Not Hitherto Shown

Great woollen plaids that bear never the slightest resemblance to those traditional tartans of our childhood days—absolutely new in design and coloring, with overplaids and block effects as rare as they are lovely. New shades, too, are combined in them, such as sand, fawn, cream, gray, jade, brown, purple. Also stunning Roman stripes on grounds of springlike colorings. We might add that these new designs are peculiarly adapted to the immense vogue for pleating. Yard, \$10.00 and \$12.00.

Simpson's—Second Floor.



Second Floor.

Second Floor.

**Dressy Springtime
Frocks**

Moderately Priced for Women and Misses at \$37.50 and \$39.75

Bouffant ruffles over the hips, novel draperies, accordion-pleated tunics, Oriental embroidery and beading—these are but a few of the very new and fascinating features of the new season frocks.

Most of them are fashioned in navy tricotone, with a few pretty models in satin and georgette. Prices, \$37.50 and \$39.75.

Women's and Misses' Skirts \$5.95

Examples of \$7.50 Values

100 only—low sale-priced to make a quick clearance today. Made from extra quality silk poplin, with elastic shirred top, novelty pockets and buttons. \$7.50 value. Morning special, today \$5.95

The New Tailleur for Women

In a Host of New Models, Ingeniously Cut Along Decidedly Stunning and Different Lines, Invites Your Inspection

It may be void of all adornment, with but the buttons that fasten the fitted coat or a bit of hip distension to declare its newness.

Or it may be richly embroidered in silk and gold, gloriously vested or elaborately braided and braided trimmed.

Otherwise it is mostly of navy tricotone, with a smart style in gabardine, poret twill or fine serge by way of variation. Priced, \$75.00 to \$135.00.

Simpson's—Third Floor.

The Self Service Lunch Room

Simpson's Self-Service Lunch Room is greatly appreciated by those who have tried it. The food is excellent, attractively displayed, and the prices are low—a happy combination, ensuring an enjoyable lunch.

Simpson's Self-Service Lunch Room—Sixth Floor

**Little Girls' Dresses
Clear at \$4.50**

Regular \$6.50 to \$8.50

About one hundred dresses in all, featuring several dainty styles with touches of silk or yarn embroidery, silk collars and cuffs. Materials include rich velvets, corded velvets and serges. Sizes in the lot, 2 to 5 years. Regularly \$6.50 to \$8.50. Today \$4.50

No Phone Orders, Please.
Simpson's—Third Floor.

SHOPPERS' DAILY GUIDE

BASEMENT.

Simpson's Market.
Monday Basement Sale.

MAIN FLOOR.

Women's Silk Stockings.
5 Specials in Men's Trousers.
Novels at 75c.
Drug Specials.

SECOND FLOOR.

Simpson's Spring Fabric Display.
Model Millinery.
Footwear Reduced.

THIRD FLOOR.

Spring Styles in Women's and Misses' Dresses.
New Spring Suits and Coats.
Specials in Whitewear.
Nurses' Uniforms Reduced.
Children's Wear.

FOURTH FLOOR.

Clearance of Odd Rugs.
3 Specials in Window Shades.
Linen Towelling Reduced.

FIFTH FLOOR.

February Furniture Sale.

SIXTH FLOOR.

Special Picture Framing Offer.
Electric Fixtures.

**The Newest of the New Spring
Weaves in Silks, Suitings
and Dress Materials**

Spring has come to Simpson's! Laden with the best expressions of the season's mode, as wrought out by ingenious weavers of rare silks or smart woollen fabrics for coat, suit or frock, the spacious department in which they are displayed presents a glorious array. The weaves, one and all, display the unsurpassed quality that has made Simpson's one of the foremost fabric shops on the continent.

An Unprecedented Season of Silks

is predicted, and so the Silk Section glories in a host of new fabrics that shift and change and gleam, and express some new beauty each time you see them. Radiance of color—exclusiveness of design are found in such lovely fabrics as:

Novelty Printed Georgettes

have exceeded the wearer's fondest dreams in beauty of color and design. Batik effects, mottled, floral, cubist, foulard, Oriental and frosted designs present the claim of navy and soft blues, with lighter tones of the same shade or contrasting tones. Yard . . . 6.50

Printed Pussy Willows in the same colors and designs. Yard 8.50

Plain Georgettes in every street and dress shade and black. Yard, \$2.50 to \$5.00.

Satins in New Weaves

will enrapture you. Some of the foremost are Crepe Charmante (just arrived from France), Crepe Meteor, Grenadine Satin, Satin Duchesse, Satin Lunette, Satin Baronette, Pussy Willow and Kitten's Ear.

Kumsi-Kumsa for Sports

—has a spot in the sun this season. Behold glorious new designs—wonderful colorings, among which the most outstanding are huge block, floral and rich brocaded designs in jade green, teal duck blue, Bermuda, turquoise, etc. Yard 15.00

Peau de Peche---Loveliest Woollen Fabric

New shipments of this rich silk duvetyn, just here from Paris, reveal a softness of finish more irresistible than ever, and in colors glorious beyond description. Teal duck, royal, navy, Maeterlinck and midnight blue, castor, Bermuda, silver gray, tete de negre and gold. Yard, 11.00

Silvertone is Again a Favored Suiting Fabric

It has a soft finish, akin to broadcloth, and colors feature many blues, fawns and browns, with here and there a new green shade and smart grays. Yard 8.50

Kitten's Ear Broadcloth

A silken texture fabric with shimmering crepe surface. Blue is the color which here predominates, in new shades of midnight, marine, Maeterlinck and teal duck. Yard 8.50

Goldtone Velours for Coats and Wraps

This new material comes in charming shades of blue, brown and fawn, in all of which there flickers that suggestion of gold whence comes its name. Yard, \$8.50 and \$10.00.

Jerseys—More Popular Than Ever

Approved of by fashion for suits, frocks, and smocks, this fine tricotone weave features shades of silver, castor, marine, Pekin, navy and Foch blue and brown. Yard 6.50
Heathertone Jerseys—The smartest fabric for the golf costume, in blues, greens and browns. Special values, yard 6.50

This is a Season of Foulards

—and one must see the wealth of newness in design and coloring to realize to what heights this summery fabric may aspire. Designs favor the all-over conventional, large and small floral, ring, spot, square and rare old Eastern effects. Mostly on navy, brown and black grounds. Silk and satin finishes. Yard, \$4.50 and \$5.00.

Morning Glory Silks

This highest achievement in printed, dyed-in-the-skein silk, bears a resemblance to foulard, but is of much softer, finer texture. Wonderful batik effects, trailing and verdure designs on Egyptian colorings of every conceivable color combination are here. Yard, \$8.50 and \$9.50.

Navy Taffeta is the Favored Dress Weave

Nine out of ten frocks adopt it this season, and here is a soft chiffon quality as low priced as 2.95

Other shades and black are priced from \$2.95 to \$5.00.
Shot Taffetas, in lovely two-tone colorings, such as amethyst and black, brown and Maeterlinck, green and navy, gray and blue, are much to the fore. Yard 8.50
Whitewear Taffetas, for summer afternoon frocks, are in fascinating pastel tones. Yard, \$3.50 to \$5.00.

Simpson's—Second Floor.

The **SIMPSON** Company
Robert Limited

**Blackburn
Dressmaking
Course**

Ticket Holders Will Please Note That

Class C meets at 9:30 a.m.
Tuesday

Class D meets at 2:30 p.m.
Tuesday

In the Lecture Room, Fifth Floor

As the classes have been filled to their capacity rapidly, there are no more tickets available.

**Misses' Suits of More
Grace and Charm**

Than Our Assortment Has Gathered for
Your Choosing Could Not Be Discovered

Fetching little Eton bolero or box coats, long tuxedo collars, novelty silk vestees and slender sleeves—these are some of the features that distinguish them as new and Springlike.

For the girl with a particular fondness for the tailleur are very trig designs beguiled from severity by a bit of hip distension, silk braid or buttons.

Navy tricotone is the favored fabric, with gabardine and fine serges in close suit—and there are immensely chic sports models in heathertone jersey. Moderate prices range from \$37.50 to \$67.50.

Simpson's—Third Floor.

**Misses' Coats
Arrive Daily**

Proclaiming the mode for short sports lengths, fine cloths and trimmings of leather.

Polo cloth, in the soft camel shade, is among the fabrics that claim first attention, but silvertone, covert, velour, jersey and tweed, in a host of new shades and styles, will make choosing a pleasure. Prices are exceedingly moderate, \$19.75 to \$39.75.

Simpson's—Third Floor.

**Stunning
Model
Millinery**

Just arrived in the French Room, displays an unprecedented vogue for "all that glitters." Featured particularly in:

Dress Hats from Moorehead, Earl, Rawak and de Marinis.

Tailored Hats from Earl, De Marinis and our own designers.

Mourning Millinery, importations and models from our own workroom.

Simpson's—Second Floor.

**Nurses'
Regulation
Uniforms
\$2.95**

Regularly \$3.50, \$4.50 and \$5.00.

Fashioned from white twill or cotton gabardine. Convertible collar. Solid pearl buttons. Fitted waistband, long sleeves, with neat fitting cuffs. Sizes 34 to 44. Regularly \$3.95, \$4.50 and \$5.00. 100 taken from our regular stock to sell with a rush today 2.95

Simpson's—Third Floor.

**Heavy Poplin
Waists \$2.50**

Made of black corded poplin, a favored material, but now very hard to secure. Adjustable, high or low collar. Fastened with dark smoke pearl buttons, patch pocket and long sleeves.

Sizes 34 to 44. Phone your order—Main 7841. Very special value, today 2.50

Simpson's—Third Floor.

A Corset Special

Excellent quality, white coutil with medium or low bust, and wide elastic band at back. Special boning and best workmanship throughout. Sizes 22 to 30. Regularly \$7.00 and \$8.00. Today 5.49

Today's Specials in Men's Boots

Men's Work Boots—To make early business today, we are putting a \$2.00 reduction on every pair of these boots. They are built on the Police Boot last, with full-fitting plain toes. Uppers are made of strong black box kip leather, the leather soles nailed and reinforced by stitching. An ideal boot for comfort and solid wear. Sizes 6 to 11. Special today, pair 3.95

Business Shoes for \$6.75 Pair

This lot of shoes for men will more than repay you for any effort you may make to secure one or two pairs. Sizes and styles have been arranged so that you may be sure of a good fit. There are brown and black side leather laced and Blucher laced patterns; all have Goodyear welted leather soles. It will profit you to secure a pair of these shoes. Sizes 5 1/2 to 11. Special today, pair 6.75

Simpson's—Second Floor.

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