

Going South?

Wardrobe Trunks

Hard vulcanized fibre bound wardrobe trunk. Lift top, combination hat box, laundry bag, etc. Art chintz lining complete, and most attractive sizes.

Steamer, 14" x 21" x 40" 39.50 Tourist, 18" x 21" x 40" 43.50

s Club Bags

Select stock heavy grade cowhide Club Bags, leather-lined, sewn-in frame, double high handles, reinforced corners. Brown, black and tan.

Simpson's-Sixth Floor.

Velvets in All Colors

Merely to view this arrangement is delightful. You will note, however, that the colors are of the mode and the prices attractive. A profitable opportunity.

FRENCH CHIFFON VELVETS. * Silky pile in radiant tones of sapphire, Alice blue, Queen's purple, mid gray, smoke, brown, putty, beaver, burgundy, mulberry, wine, silver, paddy, rose, ivory and pink. Specially priced at, yard 8.50

BLACK PEBBLE-BACK SATIN CHARM-EUSE. Ultra-fashionable for dressy frocks. Extra quality. 40 inches wide. Offered today, at, yard 6.50

BLACK SATIN LUNETTE. A new, brightfinish satin. Very popular for evening wear. Deep, raven-black dye. 40 inches wide. Yard, 4.50

BLACK AND NAVY CHIFFON TAFFETAS. Swiss makes in soft, lustrous finishes. Three shades of navy and midnight blue, also raven black. 36 inches wide. Yard 4.50

COLORED DUCHESSE DRESS SATINS. A new shipment just received. More than a sco of the newest evening shades, as well as the fashionable street colors. 38 inches wide. Specially priced at, yard 3.50

KHAKI KOOL. Favored oyster white shade. Washable and excellent for wear. 40 inches wide. Yard 4.50

Simpson's-Second Floor.

You will find, when you visit our Baby Wear Department, a touch of artistry, a feeling for "picture book" babies even in the tiny creepers and rompers that cost less than \$2.00 apiece.

You'll find the warmest of coats to "wrap the baby-bunting in," the snuggest of soft woolles, the "comfortablest" of garments of every sort or description. And, just now, the department is beginning to blossom forth with gay-colored wee frocks and things that tell us Spring is coming to Babyland.

Mothers must visit the department to gain an idea of how amply filled it is with lovely things for their babies.

Concerning Cosy Home Furniture

And Especially Our Facilities for Assisting You in This Regard

A Chesterfield to Lounge in

Constitutes one of the greatest luxuries imaginable on these cold January evenings. Whether it be a capacious big chesterfield itself, or one of the generously cut chairs of the same name, a maximum of comfort is possible.

They Are Made to Order

Our Drapery Department specializes in making cosy arm chairs and big roomy chesterfields to order. - Today there will be a special display of finished examples in newest styles, made in our own factory, by experts.

If you do not see a tapestry covering that you like, we will be glad to make the furniture for you and cover it with your own selection of tapestry.

Upholstered Chesterfields, made to order, from .. 185.00

You are invited to accept this opportunity of leisurely

Renew the Old Chair's Youth There is in every household

an old divan or chair which has served long and well, but which shows the marks of hard experience in its upholstery. The scuffling feet of children, the excitement of "parties" and usage have worn heavily on it. Why not have us re-upholster it for

you?

This service saves you any trouble. On your phone message, our representative will call, survey your requirements and present an estimate of what the work would cost.

On either single pieces or on suites of furniture, estimates and advice will be freely proffered.

We employ only highly qualified upholsterers and can guarantee perfect satisfaction in materials and workmanship.

Simpson's-Fourth Floor.

Bedroom Paper, 18c Single Roll Cut-Out Borders, 7c Yard

Nice floral striped design, printed with three different arrangements of colorings, on light colored backgrounds. Simpson's-Sixth Floor

Good Things to Eat

Somehow you want to go again, once you have lunched in Simpson's Palm Room.

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Perhaps it's the delicious food you get there, or the courteous service, or the bright "homelike" environment that appeals, or the fact that there you get such a happy combination of these three elements so inaportant in making your lunch a satisfactory one. Luncheon served 11:30 to 2:30.

The Self-Service Lunch Room increases in popularity with those desiring quick service at noon.

Simpson's-Sixth Floor.

Light for 6 Rooms \$29.50

The advantage of this offer is that the whole contract is placed satisfactorily from the standpoint of economy, reliability and satisfaction in the equipment. You have no bother over details.

11 pieces. A fixture for every room in a six-room house, including halls, cellar and veranda.

Fixtures substantially made and wellfinished in brush brass. Shades tinted, except upper hall, bathroom and veranda.

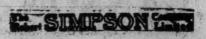
Installed free within city limits.

Inspection fee extra.

Insulation joints, if needed, free.

Lamps, 25 and 40-watt, grade A, 30c each, extra.

Simpson's-Sixth Floor,





Upholstered Arm Chairs, made to order, from ... 59.00

looking over our workmanship, and making your choice. Simpson's-Fourth Floor