

Today at Simpson's

Phone Main 7841

These Linen and Staple Items on Special Sale

Table Damask, wonderful value in pure, unbleached linen, of a splendid serviceable quality; 56 inches wide. Regularly 85c. Today, per yard, 65c.

Linen Napkins, in many lovely designs; size 21 x 21 inches. Regularly \$4.00. Extra good value today, per dozen, \$3.25.

Crash Toweling, of splendid heavy quality; red border; 17 in. wide. A good value at 20c, but selling today at, per yard, 17c.

Bleached Sheets, of English make; hemmed; size 70 x 80 inches. Despite the advanced prices on cottons, we are selling them at a reduced price, so take advantage of it. Regularly \$4.00. Today, per pair, \$3.19.

Cream All-wool Flannel, of lovely soft quality; 34 in. wide. Regularly \$1.35. A bargain you should not miss today at, per yard, \$1.00.

Bleached Sheeting, of heavy quality, presents another excellent value; 80 in. wide. Regularly 75c. Per yard, 57c.

Circular Pillow Cotton, 42 in. wide. Regularly 55c. Per yard, 45c.

Silkoline Comforters, of soft yellow tones, finished with fancy stitching; size 72 x 72 in. No phone orders filled. Regularly \$6.00. A genuine bargain today, each, \$4.75.

- SILKS -

They are from Japan---And We Offer Three Big Special Values

Japanese Natural Shantung Pongee---A beautiful material for sports suits and dresses that launders perfectly. 33 inches wide. Regularly \$1.25. Very special value today, at 95c.

Every Habutai Silk is growing more and more popular. This is an extra heavy lustrous weave, 36 inches wide. Regularly \$1.25. Today's sale price, per yard, \$1.10.

Every Wash Satins, so favored for exquisite lingerie neck wear and trimmings. Regularly \$1.75. Remarkable value today, per yard, \$1.50.




The New Modes for 1918

A Presentation That Launches a New Fashion Season

Emphasizing the shorter, narrower skirt, the jaunty short coat, with its mannish vest, and the colorful season they proclaim.

The display of Spring Suits in our women's section delightfully reflect the new modes---by a score of altogether attractive methods, and in such materials as gabardine, silverstone, Polre, tricotine, Delhi cloth and serge.

There is everything from the jaunty modified Eton and pony jackets to the strictly tailored coat. Distinctive features are detachable vests of contrasting color and fabric, flared peplums and graceful shawl collars.

The skirts are decidedly short and narrower. They are mostly plain and unadorned designs, some showing dressy yoke effects, and they are smartly button-trimmed.

There is a host of springlike shades such as sand, greys, clay, tan, Pekin, Belgian and navy blue, Oxford, black and white and visible checks. Do not fail to see them the next time you are in the store.

A Special Purchase of Beautiful Ribbons

Makes These Prices Possible

2,000 Yards of Dresden Hair Bow Ribbons, 5 inches wide, at, per yard, 25c.

AND

2,000 Yards of Satin Stripes Taffeta Hair Bow Ribbons, at, per yard, 75c.

AND

1,500 Yards of Rich Dresden 6-inch Ribbons, in light shades, at, per yard, 50c.

AND

1,000 Yards of Jacquard Taffeta Hair Bow Ribbons, 5 1/2 inches wide, at 40c.

Save on Boots

Women's Boots \$2.49

375 pairs of Women's Boots, button and lace styles, including patent colt, gummat and dogonola kid leathers; medium and lightweight McKay and Goodyear welt soles. Sizes 2 1/2 to 5 1/2. Today, \$2.49.

Men's Boots \$1.99

About 150 pairs of Men's Box Kip Gummat Rubber Boots, in full fitting round toe style, with heavy solid leather standard screw soles and medium heels; broken sizes. Only one pair to each customer. Today, \$1.99.

Boots for Big Boys

They are of black goat, oil grain and box kip leathers, heavy viscolized waterproof and solid oak soles. Sizes 4, 4 1/2 and 5 only. Today, \$1.99.

Picture Moulding Sale

You have only two more days in which to benefit by the low prices on picture moulding in effect during the month of January. We advise you to have your pictures framed now.

Women's Better Skirts \$7.95

Formerly \$11.50 and \$12.50

The prices at which these smart skirts have been selling regularly will assure you of their extraordinary value at today's sale price. They are made from lovely soft French serge, in pleated, panel and plain styles. Striking features are the novelty yokes, high-waisted or belted effects; finished with unique pockets, stitching, military braid and buttons. Do not fail to see them today. On sale at \$7.95.

These Girlish New Frocks of Taffeta and Satin Possess Rare Charm and Pleasingly Good Value, Price \$17.50

The very essence of youthfulness is expressed in these lovely frocks that have just reached our Misses' Department. There are three designs, each so different and becoming that they are simply fascinating.

The distinctive feature of another beautiful taffeta frock is the many make-believe buttonholes bound in contrasting color. You will be charmed, too, with the vest of tacked georgette and the uniquely-shaped collar.

The striking smartness of another gown of lustrous satin begins with the girle, which is broken in front by a semi-bolero effect, edged with jaunty ball buttons. It finishes with a ruffled collar and white tulle.

\$3.95 and \$5.00 Crepe de Chine Blouses \$2.95

This splendid offer comprises a big assortment of Silk Crepe de Chine Blouses that are broken lines from our regular stock of better class waists. There are plain colors in a variety of light and dark shades and black also fancy stripes and novelty checks. Some are finished with dainty tuckings, others with lace. Sizes 34 to 42 in the bust. Regular \$3.95 and \$5. Very special value today, at \$2.95.

Women's Underwear Attractions

Women's Vests and Drawers, "Watson's Brand," wool and cotton mixtures, heavy weight, elastic ribbed; high neck and long sleeves; drawers are ankle-length; both styles; color white, sizes 34 to 40. Sale special today, \$1.15.

Women's Light Weight Vests, warm and close fitting garments of Swiss ribbed wool and cotton mixtures. Made low neck and short sleeves or sleeveless. Sizes 34 to 38. Regular 55c. Today special at 63c.

"Harvey Brand" Combinations, made of fine elastic ribbed wool and cotton mixture; low neck and short sleeves; V-neck and long sleeves, or low neck and no sleeves; the drawers are ankle length; color cream; sizes 34 to 40. Today, \$2.75.

600 Women's Corset Covers, made of lovely fine nainsook, trimmed in a dozen pretty styles. Sizes 34 to 42. Wonderfully low for today at 75c.

300 only, Women's Bungalow Aprons, made of extra good quality striped print, in good full sizes; buttoned down front, with square neck, short kimono sleeves, finished with tape bound edges and pearl buttons; belted at waist; sizes 34 to 42. Regular \$1.25. Special today, 85c.

300 only, Women's Petticoats, made of extra warm white Saxony flannelite in neat fitting gored styles, with deep flounce of self, finished with wide hem; lengths 34 and 36 inches. Regular \$1.00. Special today, 69c.

Half Price for Children's Coats

No Phone or Mail Orders.

Today we will clear the entire balances of all our winter coats in stock at exactly half price.

There is a rich assortment of exquisite colors and dainty up-to-date styles in the lot. The materials are lovely all-wool broadcloths, mettons, tweeds, velvets and plushes, many trimmed with fur; high-waisted straight and belted styles, in great variety. Sizes 2 to 6 years in the lot, but not in each style. Regularly \$4.50 to \$18.50. Sale price, today, \$2.25 to \$9.25.

\$10.00 Coonskin Gauntlets at \$6.75

Heavily Furred Gauntlets, with palms of mule, which will offer splendid service. Today, \$6.75.

\$10.00 Muskrat Gauntlets, \$6.75.

\$20.00 Canadian Otter Gauntlets, \$15.00.

Men's Fur-Lined Coats

Marmot Lined Coats, with collars of plaid Persian lamb. The shells are made from English heavy cloth of good weight and fast color. An excellent coat, and the price is reduced for today from \$42.50 to \$36.75.

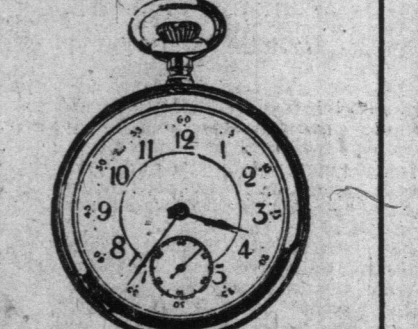
Men's Fur Collared Coats at \$18.00

We offer men an opportunity to procure really handsome coats at \$18.00. They are also as warm as most men can possibly require. Made of black heavy cloth and have large shawl collar of mink marmot or plaid Persian lamb fur. Quilted lining with windproof and water-proof interlining. Big warm, cosy, double-breasted coats; in sizes 36 to 44. Price only \$18.00.

Boys' Underwear Reduced for Clearance

Winter Weight Underwear, in elastic ribbed weave. Natural shade, form fitting, French neck, close fitting cuffs and ankles. Combination suits. Sizes 28 to 32. Regular \$1.50, at \$1.19.

Shirts and Drawers, sizes 20 to 32. Regular 75c, for 59c.



Save \$3 on This Watch

36 only, Men's Pocket Watches, in the popular 15 size; thin model, nickel lever movement, fitted in an open-face, dustproof, Empress quality, gold-filled case; your choice of several patterns. Regularly \$9.00 each. Today, \$5.95.

Children's Headwear

No Phone or Mail Orders.

Infants' Wool Toggles and Bonnets and Children's Hats of lovely velvets, corded velvets, plushes and corded silks, in a big final clearance today. Toggles 3 months to 2 years. Hats 2 to 6 years. Value 85c to \$2.75. All going at 49c.

Home-Lovers' Club

Makes Buying Easy

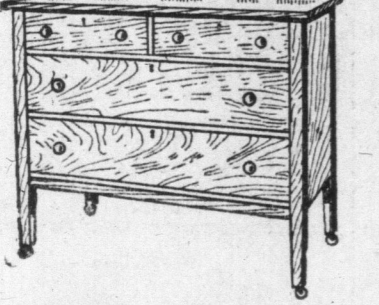
Extended Payments

Responsible householders who do not feel inclined to pay the full amount of their purchases in cash may make special arrangements through the Home-Lovers' Club. Club members may buy homefurnishings with part cash payment and have the balance spread over several months. They buy at cash prices and have no interest to pay.

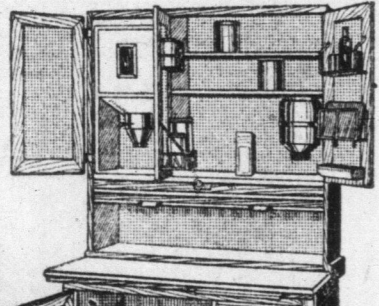
Simpson's February Furniture Sale

Great in Variety, Great in Values, and Qualities are Dependable

Whether you require furniture and rugs for a single room, an entire home, or just an odd piece here and there, now is the time to supply your needs. It is now the fashion to economize, and this sale makes it possible for you to do so on staple, wanted articles of solid construction and splendid merit. See these special items for today---and see the many others displayed on our fourth and fifth floors.



Dresser, of surface oak, in golden finish; has 2 deep drawers; shaped standards; back is fitted with beveled plate mirror. Regular price \$10.00. February Sale price, \$8.25.



Library Table, of genuine quarter-cut oak; fumed or golden finish; mission design; accommodation for books in each end; good drawer space. Regular price \$21.50. February Sale price, \$15.95.



Kitchen Cabinet, of gumwood, in natural finish; has cutting board under top; top drawer for linen or cutlery; has double four bin Reg. ular price \$9.50. February Sale price, \$7.50.

Dressers of surface oak, in golden finish; has 2 long and 2 small shaped drawers; brass trimmed; large case, with large oval beveled plate mirror. Regular price \$17.50. February Sale price, \$13.95.

Extension Table, of solid oak, in fumed or golden finish; has 42-inch top and 6-foot extension. Regular price \$14.25. February Sale price at \$10.15.

Extension Table, of solid quarter-cut oak; fumed or golden finish; has heavy octagon barrel with platform base; extra well finished; 45-inch top. Regular price \$22.75. February Sale price, \$16.95.

Extension Table, of solid quarter-cut oak; 42-inch top; pedestal base; shaped feet; extends to 6 feet. Chairs of solid oak; golden finish; pad seats; upholstered in genuine leather. Regular price \$68.25. February Sale price, \$44.95.

Dining-room Chairs, of solid quarter-cut oak, in fumed or golden finish; extra well back, shaped top rail; heavy back standards; slip seats; upholstered in genuine leather. Regular price \$26.00. February Sale price, \$21.45.

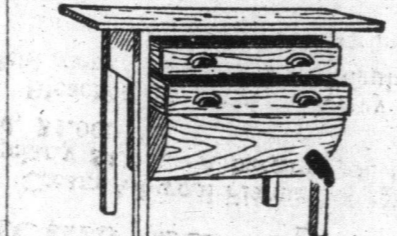
Dining-room Chairs, of solid quarter-cut oak; panel back; heavy top rails; extra well braced; shaped feet; movable seats, upholstered in genuine leather; fumed or golden finish. Regular price \$30.50. February Sale price, \$25.65.



Brass Beds, bright, polette or satin finish; heavy posts and top rail; special knobs and trim. Regular price \$25.00. February Sale price, \$18.95.



Brass Beds, special design rail and top rod; 2-inch heavy ball corners, trimmings; extra large fillers. Regular price \$30.00. February Sale price, \$24.95.



5-piece Dining-room Suite, complete, consisting of buffet, extension table, set chairs. Buffet of surface oak; golden finish; good drawer and cupboard space; display shelf on back fitted with oval beveled plate mirror. Extension Table of solid oak; 42-inch top; pedestal base; shaped feet; extends to 6 feet. Chairs of solid oak; golden finish; pad seats; upholstered in genuine leather. Regular price \$68.25. February Sale price, \$44.95.

Brass Beds, heavy 2-inch posts, 1 1/2-inch top rod, special cornice spindle and trimmings; five 1-inch fillers and gallery; bright, polette or satin finish. Regular price \$32.50. February Sale price, \$24.95.

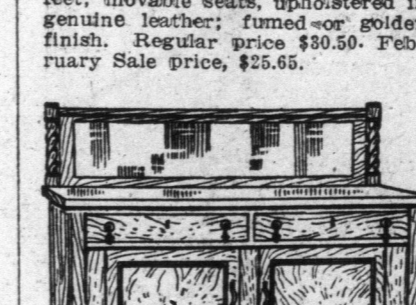
Iron Beds, 30 and 36 sizes only; heavy brass rails and knobs. Regular price \$5.50 to \$6.50. February Sale price, \$3.65.

Mattresses, jute felt, built in layers, full depth border, deeply tufted, encased in good grade of art ticking; soft, comfortable mattress. Regular price \$11.50. February Sale price, \$8.45.

Pillows, of choice chicken feathers; weight 6 pounds; size 19 x 26. Great value, per pair, \$1.50.

Pillows, of mixed feathers, encased in good grade of ticking; size 17 x 25. Our special, per pair, 95c.

Dining-room Chairs, of solid quarter-cut oak, in fumed or golden finish; extra well back, shaped top rail; heavy back standards; slip seats; upholstered in genuine leather. Regular price \$26.00. February Sale price, \$21.45.



Buffet, of surface oak, golden finish; large case; shaped feet; 3 small cutlery and 1 long linen drawer; large oval beveled plate mirror. Regular price \$22.00. February Sale price, \$16.50.

Buffet, in genuine quarter-cut oak; colonial design; 2 top drawers; shaped linen drawer; has raised panel; good cupboard space, and shaped feet; fumed or golden finish. Regular price \$32.50. February Sale price, \$22.45.

Buffet, in fumed and golden finish; solid quarter-cut oak; has shaped feet; 48-inch case; large cupboard space; linen and cutlery drawers. Regular price \$35.25. February Sale price, \$24.50.

Buffet, in William and Mary design, solid quarter-cut oak, fumed finish; has 3 cutlery drawers and 1 long linen drawer; 50-inch case. Regular price \$43.50. February Sale price, \$34.50.

A Big Day in the Rug Section

The Values Should Tempt Anyone Needing Rugs

Please note that the following list of Rugs should be seen early in the day, for of some we have no duplicates. Each one is perfect and a marvelous value.

- \$97.50 for \$79.50---Imported Wilton Rugs, size 9 ft. x 12 ft., very close weave, Oriental and small designs.
- \$75.00 for \$39.75---Fine English Wilton Rug, size 9 ft. x 12 ft., emblematic design, extra heavy quality.
- \$48.75 for \$37.50---Seamless Wilton Rug, size 9 ft. x 12 ft., with plain tan centre and rich scroll border, in blue and green shades.
- \$59.75 for \$47.95---Fine Seamless Wilton, size 9 ft. x 10 ft. 6 in., fringed ends, soft shades of green, tan and old rose.
- \$67.50 for \$49.50---Heavy Seamless Axminster, size 9 ft. x 12 ft., useful dining-room rug, Oriental colors.
- \$49.75 for \$39.75---Heavy Wilton Rug, size 9 ft. x 12 ft., in shades of tan and brown, with handsome medallion design.
- \$75.00 for \$59.75---Extra Heavy Saxony Wilton, size 9 ft. x 12 ft., in grey, with trellis designs in soft shades in border.
- \$39.75 for \$29.75---Wilton Velvet Rug, size 8 ft. 3 in. x 10 ft. 6 in., seamless, all-over pattern, in rich tan, brown and green shades.
- \$49.75 for \$39.95---Small Axminster Rug, size 8 ft. 3 in. x 10 ft. 6 in., seamless, in conventional pattern, deep blue and gold shades.
- \$49.75 for \$39.75---Heavy Wilton Rug, size 9 ft. x 10 ft. 6 in., small all-over design, soft shades of blue and rose combination.
- \$25.00 for \$19.75---Small Axminster Rug, size 6 ft. x 9 ft., plain colored centre, with fancy border at each end, dainty bedroom rug.
- \$26.75 for \$21.95---English Wilton Rug, size 6 ft. 9 in. x 7 ft. 6 in., very fine quality, in a new ribbed weave, soft two-tone effect, splendid bedroom rugs.
- \$25.00 for \$15.95---Tapestry Rugs, assorted sizes, made up from odd lengths of Scotch tapestry carpets, in plain and mixed colorings.

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