

Telephone Main 7841 Store Opens 8:30 a.m. Closes at 5:30 p.m. Open All Day Saturday Market Adel. 6100

Leap Year Celebration Day, Simpson's

Umbrella Proposal!

\$1.50 Umbrellas, \$1.00 Each
48 only. Men's and Women's, cotton, taffeta covered, seven ribbed, steel frames. Good range of straight and crooked handles. All with silver trimming. Regularly \$1.50. Leap Year Celebration Day, at 1.00
Simpson's—Main Floor.

2 Dinner Set Specials at \$18.95

20 only. Good quality English Semi-Porcelain Dinner Sets of 97 pieces, with red rose cluster on black border, or pink rose with brown border decoration.
These sets are well glazed and have gold line on handles and edges. Your choice of these exceptional values 18.95

Brass Jardinieres
Regularly \$1.65; Special, \$1.15.
300 Heavy Brass Jardinieres, with three ball feet and measuring 8 inches in diameter. Leap Year Celebration Day 1.15

Royal Doulton China Service Plates, 95c
\$2.00, \$3.00 and \$3.50 Values.
Another group of factory sample display plates in various handsome decorations. Leap Year Celebration Day 95
Simpson's—Basement.

SHOPPERS' GUIDE

- BASEMENT.**
Simpson's Market.
Dinner Set Specials.
Wear-ever Aluminum Specials.
- MAIN FLOOR.**
Men's Pocket Watches, \$17.00.
Stationery Specials.
J. C. Lincoln's Novels, Half price.
Bags and Purse Reduced.
Men's Hats, \$3.45.
Men's Overcoats, \$34.75.
Men's Shirts, \$1.49.
Umbrellas, \$1.00.
4 Drug Specials.
French Ivory, Half price.
Gloves and Hosiery.
Diamonds, \$52.50.
Ribbon Specials.
\$3,800 Worth of Laces, for \$1,500.
- SECOND FLOOR.**
Spring Hats.
Wash Goods.
Spring Silks and Dress Goods.
Wonderful Values in Boots and Shoes.
- THIRD FLOOR.**
Spring Suits and Frocks.
Infants' Wear.
Georgette and Crepe de Chine Blouses, \$3.95.
Women's Knitted Underwear, Half price.
Imported Petticoats, Half price.
- FOURTH FLOOR.**
Stamped Cloth Lengths, 90c.
Table Cloths, \$1.85.
Velour Portieres, \$27.48.
Conseguent Art Hugs Clearing.
- FIFTH FLOOR.**
Last Day of the February Furniture Sale.
- SIXTH FLOOR.**
The Palm Room and Self-Service Lunch Room.
Funks, \$7.95.
Framed Pictures, \$1.49.
Wallpapers, 10c roll.
Household Paints, 50c quart.

A FOOTWEAR PROPOSAL

Great 4 Factory Boot Sale Today

Included Are Men's and Women's \$10.00, \$12.00, \$14.00 and \$15.00 Boots

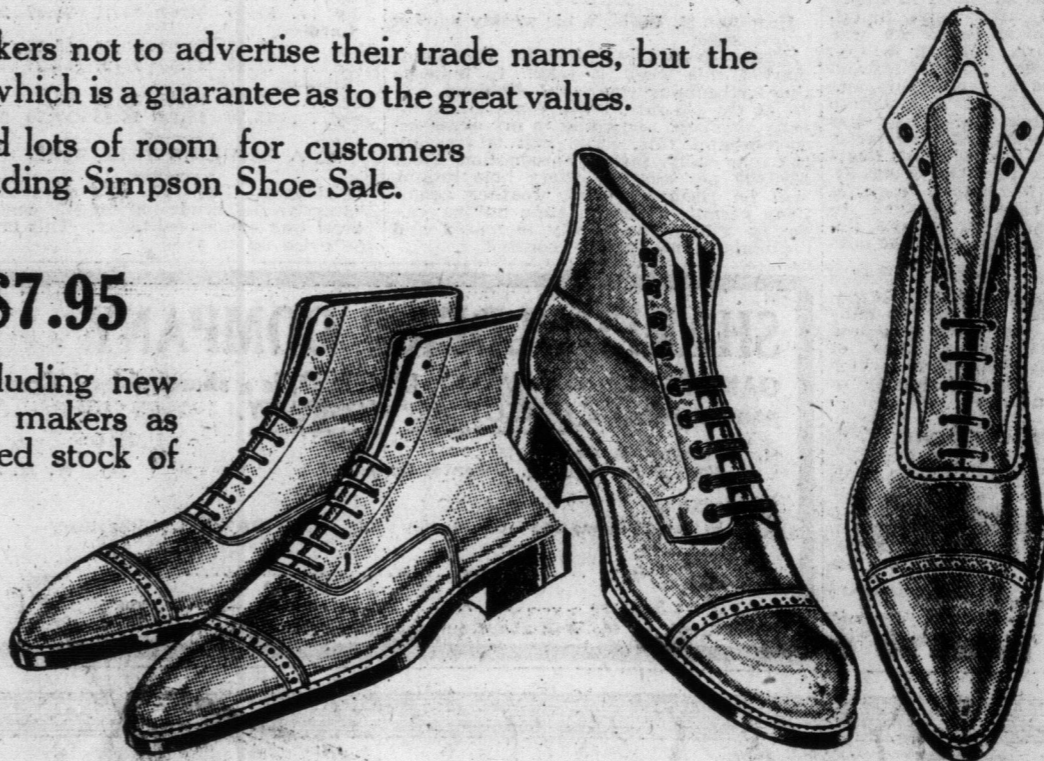
Four important Canadian shoe factories' samples and floor stock will be grouped together for this big boot sale today. The importance of this sale is the quality of material and workmanship at such low prices, when footwear is so high and prices are steadily increasing.

We have been asked by some of the makers not to advertise their trade names, but the shoes are all branded with the makers' name, which is a guarantee as to the great values.

Extra parcellers, floor men, salespeople and lots of room for customers to make their choice, will make this an outstanding Simpson's Shoe Sale.

Splendid Boots for Men \$7.95

New spring boots and oxfords, including new spring samples. Shoes of such well-known makers as Slater, Aylmer and Hyde. Made from selected stock of brown and black calf, black kid and patent leathers. In fact, you will find in the assortment, almost every possible combination of leathers and new designs. Samples are sizes 7 and 7 1/2, but in the entire assortment you will find all sizes from 5 to 11. Leap Year Celebration Day, Today... 7.95



Women's Boots \$6.95
\$10.00, \$12.00, \$14.00 and \$15.00 Values.

Hundreds and hundreds of pairs of fine black kid, brown calf and patent leather lace boots, made on smart narrow toe lasts with low heels for walking. Others with long plain vamp and Spanish heels, for dress or street wear. Some have Goodyear welted soles, others flexible McKay and some turn soles. The samples are sizes 4 and 4 1/2, other lines come in sizes from 2 1/2 to 6. Leap Year Celebration Day, today 6.95

Boys' Laced Boots \$5.95

Brown or mahogany calf with Goodyear welted leather soles and full rubber heels. Sizes 1 to 5 1/2. Leap Year Celebration Day 5.95

Women's Low Shoes \$6.45
Values \$8.00, \$10.00 and \$11.00.

These are the samples in advanced spring styles of lace Oxfords, shimmy and buckle pumps and colonials, in black vic kid, patent leather and gunmetal calf, brown and colored kid leathers. Made with plain vamp and fancy toe-caps and foxings. Goodyear welt, McKay and turn soles. Cuban and Spanish heels. The samples and floor stock give a full range of sizes. Leap Year Celebration Day, 6.45
Simpson's—Second Floor.

Arrow, Forsyth and Strand Shirts

\$1.49

Regularly \$2.00, \$2.50, \$3.00, \$3.50

Arrow, Forsyth and Strand Brands, 4,800 in the Lot

Men! This is the biggest sale of shirts we have been able to offer for over a year. In several weeks of planning we have gathered together left-overs from three factories and broken ranges from our regular stock.

They come in crepe, repp, percale and corded materials. Sizes 14 to 18. Today 1.49



Simpson's—Main Floor.

Boys' Sample Suits at \$15.65

Regularly \$18.00 to \$25.00

A host of patterns for you to select from in this lot of sample suits. In many instances, only one suit to a pattern. Browns, grays and greens, in checks, stripes and novelty mixtures that will surely please you. Better and fancy Norfolk models with bloomer pants, having belt loops and Governor fasteners. Sizes 8 to 16 years. Regular values \$18.00 to \$25.00. Leap Year Celebration Day 15.65

75 Boys' Stylish Overcoats, \$16.85
\$20.00 to \$26.50 Values

Clearance of the balance of our winter overcoats. Better and double-breasted waistline effects. In gray and brown checks, overchecks and mixed effects in heavy weight chevrons and tweeds. Sizes 30 to 35. Regular values \$20.00 to \$26.50. Leap Year Celebration Day 16.85
Simpson's—Second Floor.

50 Men's Overcoats \$34.75

We Propose That Men Take Early Advantage of This
Regular \$40.00, \$45.00, \$50.00 and \$60.00 Values
No Phone or C.O.D. Orders
SEE YONGE STREET WINDOW

This lot comprises odd sizes and broken lines taken from regular stock, made by the best Canadian and American makers.

A wide variety is offered of fine all-wool coatings, in rich shades of brown, green, gray and novelty effects.

Models for men and young men—ulsters, slip-ons, trenchers, ulsterettes, waist-seam and form-fitting coats. Sizes 34 to 44. Leap Year Celebration Day, today 34.75

50 Men's High-Grade Suits \$30.45

Regularly \$35.00, \$38.50, \$40.00, \$42.00, \$45.00 and \$48.00
For Men and Young Men
SEE YONGE STREET WINDOW

They're odd sizes and broken lines, but a particularly attractive selection is offered of fine-finished worsteds and tweeds in attractive shades of brown, green and gray, in neat pattern effects.

Single-breasted, semi and form-fitting sacques, trencher, waist-seam and double-breasted. Sizes 34 to 44. Leap Year Celebration Day 30.45
Simpson's—Main Floor.

Men's \$4.00 to \$8.00 Hats

\$3.45

G. B. Borsalinos, Hawes, Christys, Wakefields, Moores and many other high-grade makes, in an assortment of shapes and colors. Included are pearl, fawn, gray, brown, green, black and navy shades. Broken ranges from our own stock, with an assortment of travellers' samples added. No phone or C.O.D. orders accepted. Leap Year Celebration Day 3.45
Simpson's—Main Floor.

A Jewelry Proposal!

DIAMONDS!
\$75.00 Values for \$52.50

An extraordinary offering, as the regular prices do not reflect any of the past year's advances and when still further reduced as in this sale, they are compelling bargains:

Solitaire Diamond Rings, set in platinum and 18k. gold.
Man's Cluster Diamond Ring.
Five-stone Diamond Ring.
Diamond and Pearl Cluster Ring.
Fancy White Gold Rings.
Diamond Lavallieres.
Regularly \$75. Today 52.50

\$20.00 and \$25.00 14k Necklaces, \$13.95

A splendid opportunity to secure one of these desirable necklaces at an extraordinary reduction. In large spread designs of lily of the valley and hiro, sold 14k. gold, paved with real pearls. Regularly \$20.00 and \$25.00. Today 13.95
Simpson's—Main Floor.

A Drug Proposal!

4 Rousing Items from the Drug Department

Scott's Emulsion, large size 98
Hydrogen Peroxide, 16-oz. size 29
Absorbent Cotton, 1-lb. roll 59
Fountain syringes, complete with 5 feet tubing and hard rubber pipes 49
Simpson's—Main Floor.

A Blouse Proposal!

1,000 Georgette and Crepe de Chine Blouses, \$3.95

Regularly \$5.95, \$6.95, \$7.95, \$8.95, \$9.75.
Unprecedented values and amazing variety characterize this great blouse sale. But you will find a profusion of rich styles and designs in tucked, beaded or hand embroidered georgettes, and a quantity of very fine pure silk crepe de chine, in tailored, tucked and hand embroidered effects.

White, flesh, mauve, peach, sage blue, rose, purple and some darker shades in the lot. No phone orders, please. 1,000 waists from regular \$5.95 to \$9.75 stock, marked for Leap Year Celebration Day, only 3.95
Simpson's—Third Floor.

A Glove and Hosiery Proposal!

Men's Capeskin Gloves, \$1.59

\$3.00 and \$3.25 Values.
Best first quality capeskin (sheepskin). Unlined. Tan and brown. Sizes 7 to 10. Leap Year Celebration Day 1.59

\$2.35 Novelty Silk Stockings, \$1.65

Fine quality silk, closely woven. Novelty drop stitch. Black, white, gray, navy and brown. Sizes 8 1/2 to 10. Leap Year Celebration Day 1.65

Women's French Kid Gloves, Today, 59c

Values Up to \$3.00.
Black, first quality real kid skin. Oversewn seam, russet fingers. Sizes 5 1/2, 6 1/2 and 6 only. Leap Year Celebration Day 59
Simpson's—Main Floor.

The Robert **SIMPSON** Company Limited