

Telephone Main 7841

1898---TWENTY-FIRST ANNIVERSARY, COMING-OF-AGE YEAR---1919 • Market Adelaide 6100

Store Opens 8:30 a.m.

The Robert **SIMPSON** Company Limited

Store Closes 5:30 p.m.



Comfort in Underwear

Is a great essential if a man is to do good work. Whether he spends his time at a desk or outdoors, the texture next his skin should serve its purpose of warmth and yet not irritate the skin. Moreover, the quality of the wool in the garment is a thing to be sure of.

The Men's Store is stocked with underclothing of standard quality and workmanship. You will be aided in choosing the garments you wish.

Tru-Knit Underwear

Natural shade, elastic ribbed. Shirts double-breasted, with fine elastic cuffs; drawers reinforced crotch, fine elastic ankles. Sizes 34 to 44. Price, \$4.50 per garment.

Heavy Ribbed Woollens

Shirts and Drawers. Tiger brand. Sizes 34 to 44. Price, \$3.75 per garment.

Stanfield's Medium Weight Elastic-Ribbed Shirts and Drawers. Sizes 34 to 42. Price, \$2.25 per garment.

Natural Wool Shirts and Drawers. Shirts are double-breasted, with elastic cuffs; drawers reinforced crotch and elastic ankles. Sizes 34 to 44. Price, \$2.25 per garment.

Admiral Brand Combinations, natural wool, closed crotch. Sizes 34 to 46. Price, \$4.50 suit.

Tru-Knit Brand Silk and Wool Combinations, closed crotch, tailormade. Sizes 34 to 44. Price, \$8.50 suit.

Tru-Knit White Wool Combinations, closed crotch, tailormade. Sizes 34 to 44. Price, \$9.00 suit.

Stanfield's Elastic Rib Wool Combinations, closed crotch. Sizes 34 to 42. Price, \$8.50 suit.

Tru-Knit Wool and Cotton Combinations, closed crotch, tailormade. Sizes 34 to 44. Price, \$5.00 suit.

Simpson's—Main Floor.

Curtains and Draperies

Rich Drapery Velours. Newest colorings, including rose, green, blue, tan, taupe, cardinal and gold. Bright finish and fine, close pile. 50 inches wide. Yard, \$2.95 and \$3.69.

If you desire expert advice or suggestions re color schemes, etc., for your new draperies we will gladly give it. No charge for this service and all estimates free.

Marquisette Curtains, mostly with lace insertion and edging for trimming. In white, ivory or ecru. 2½ yards long. Pair 5.75

Simpson's—Fourth Floor.

Visitors' Conveniences

THE PALM ROOM, AND SELF SERVICE LUNCH ROOM—On the Sixth Floor.

WOMEN'S REST ROOM—On the Third Floor, Richmond side.

INFORMATION BUREAU—On Main Floor, Centre.

APPOINTMENT REGISTER—Main Floor, Queen st. Entrance.

POST OFFICE—On the Street Floor, Centre.

TELEPHONE BOOTHS—Are conveniently located throughout the store.

TELEGRAPH STATION AND FREE PARCEL CHECK ROOM—In the Basement, Centre.

Let the Boys Slide

A splendid incentive for every boy and girl to romp and coast on the hillside may be seen in this specially priced sale of sleighs and "bobs."

\$2.25 Flexible Steering Sleighs, \$1.60

Hardwood seat boards. Tie steel runners and steering handles.

Babies' Rail Sleighs, \$1.35

Natural finish hardwood seats and rails. Japanned round steel runners.

"King of the Hill" Bob, \$5.00

Strongly made, with heavy steel shoes in hardwood runners. Seat board enameled red and decorated.

Coasting Sleighs Reduced

26 inches long25
30 inches long35
36 inches long50

Hardwood runners, with clean cut hand holes and spring steel shoes, well made and finished.

Simpson's—Sixth Floor.

A Brass-Buttoned Reefer

(Boys' Clothing on Second Floor)

Is the coat which you may be sure strikes nearest the fancy of any lad between the ages of three and ten years. The military flavor of the model, the "swanky" blue, that's enough for him. But these coats are exceedingly durable. They are constructed to withstand a deal of hard wear. And they are selling today at half price.

Boys' Blue Nap Reefers, Half-Price

Smart styles and reliable workmanship are embodied in these reefers for the little chap. They are the dressiest and most serviceable coats to be had. Developed in juvenile military model, with velvet collar, brass buttons, red flannel lining. Sizes 3 to 10 years. Regularly \$17.50 to \$19.00. Today, \$8.75 and \$9.50.

Boys' Overcoat Special, \$14.45

Look! Unusual values in overcoats for you. Made of superior materials, black, blue and brown, with gray and black overchecks; gray and brown mixtures, in wool and cotton mixed tweeds. Better model, with convertible collar and vertical pockets. Sizes 25 to 31, for ages 7 to 13. Regularly \$17.00 to \$21.50. Special, today 14.45

Simpson's—Second Floor.

Buy Corduroy Bloomers

Strongly made Corduroy Bloomers of good quality, in a serviceable shade of dark drab. Cut full-fashioned, with belt loops, side and hip pockets, and governor fasteners at knee. Sizes 26 to 30, \$3.75, and 31 to 34, \$4.00.

Little Corduroy Knickers

Made up in same quality as above, in straight knicker style, for boys from 4 to 8 years.

Overcoats from \$19.00 to \$45.00

Owing to our large buying possibilities we are still able to show a good stock of Overcoats, comprising all of the up-to-date styles. Made up from the finest of materials, in a variety of designs that will convince you that we can satisfy any demand made upon us. The range of sizes is complete, 26 to 36, to fit boys from 8 to 18 years.

The Robert **SIMPSON** Company Limited

A Man's Appearance

Is very frequently taken as an indication of his standing or importance. Clothing is today considered not merely a matter of warmth or comfort but as an indication of taste and judgment.

Simpson's Store for men has styles and fabrics to suit individual preferences. A man may be outfitted here with dress clothes, business suit or overcoat at minimum trouble and expense but with lasting satisfaction.



Fine Gray Cheviot Suits, \$42.50

Suits in plain dark gray, fine-finished cheviot. Single-breasted, semi-fitted sacque, with soft roll lapels and regular pockets with flaps.

Medium height vest, trousers finished with 5 pockets, belt loops, cuff or plain bottoms. Sizes 36 to 42. Price, 42.50

Men's Raw Edge Melton Overcoats, \$45.00

Made up from a medium plain gray all-wool imported English Melton, in the Chesterfield model. Fly front, slightly fitted back, self collar, regular pockets with flaps. Sizes 36 to 44. Price 45.00

Tuxedo Suits

Made up from an all-wool imported English dress worsted suiting. Authentic in every detail of style and workmanship, silk-lined throughout. Sizes 34 to 44. Price 75.00

Dress Suits

Developed in wool, fine-finished black cheviot. Correctly styled and tailored to fit perfectly. Silk-lined throughout. Sizes 35 to 44. Price 75.00

Simpson's—Main Floor.

Luggage Specials

Tourist Trunks, \$6.95

Clearance of canvas-covered tourist trunks—well made, good fasts and lock. Complete with tray. Sizes 32, 34, 36 inches. Today 6.95

Club Bags, \$3.95

Kerato Club Bags, single handle, wide model. Reinforced leather corners, riveted on good lock and fasts. Sizes 16 and 18 inches. Today 3.95

Simpson's—Sixth Floor.

LUNCHEON

Properly Cooked
Nicely Served
in the
PALM ROOM

Sixth Floor.

Rose Window of Rheims

Half Price

Included among many excellent color prints on special sale today is a reproduction showing sunlight breaking through the rose window of this celebrated cathedral. The effect is exquisite.

There is a host of other artistic pieces. Direct platinum reproductions taken from masterpieces hanging in the galleries; Wallace Nutting in many happy phases—a collection to invite art lovers.

Clearance in colors and sepia prints, framed in oak, gum wood or antique gilt. Sizes 6 x 16, 11 x 14 and 11 x 15, etc. Regularly \$1.25 to \$2.50. Today... .98

Photo Frames. Stand frames on gilt bases. Complete with glass and back. Sizes 2¼ x 3¼, 3¼ x 4¼ and post card. Regularly 79c. Today29

Half-Price Sale of color prints—hand-colored photographs and colored reproductions. Various sizes. Many kinds, including Rheims Cathedral in two sizes. Regularly 50c to \$5.00. Today, 25c to \$2.50.

Simpson's—Sixth Floor.

FOR
NORTHWEST CO.
VICTORIA
Well-constructed
gasoline tank. Two
S. H. W.
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