

Telephone Main 7841

Store Opens 8:30 a.m.

Closes at 5:30 p.m.

Open All Day Saturday

Market Adel. 6100

Tremendous Buying Opportunities
Daily in the Furniture Sale

The Robert SIMPSON Company Limited

Have You Taken Lunch in the
Palm Room? You'll Enjoy It

Where Southern Roses Grow

The Tourist Should Take a Cool Palm Beach Suit

There will be, of course, sport or outing shirts, light underwear and the other haberdashery effects which will allow a journey around the links in comfort. But above all, he should have a **Palm Beach Suit**, which is the ultimate in coolness and freedom of movement.

For evenings on the verandah with a cigar and a book, or for lounging on the beach or the more strenuous activities, this suiting has proven itself "the very thing."

There is also the travelling robe, a convenience the wise traveller would not think of going without.

Suits for Every Man

Medium gray, genuine Palm Beach Cloth, in single-breasted 3-button sacque with patch pockets. Trousers finished with 5 pockets, belt loops and cuff bottoms. Sizes 33 to 42. **25.00**

NOTE: Also suits of Palm Beach Cloth in tan, sand and natural shades and smart gray mixture effects in lightweight tweeds. Sizes 35 to 48. **\$18.50 to \$25.00.**

Lightweight Traveling Robes, made from Jap silk in attractive Paisley pattern effects. Sizes 36 to 44. **25.00**

White Dress Vests at \$2.50

Of smart white piques in authentic models. Sizes 40 to 46 only. Today **2.50**

Simpson's—Main Floor.



Tourist Luggage De Luxe

Ensuring the Maximum Comfort
of the Traveler

Durability and maximum convenience are the twin essentials featured in Simpson trunks and handbags. They are built for usage, and are planned to serve a multitude of wardrobe needs.

The **Wardrobe De Luxe** is specially designed and built throughout with best materials. Hard vulcanized fibre on three-ply hardwood veneer. Wide, deep binding with cross bands. Riveted with brass rivets, nicely spaced. Ap-pointed inside with 12 hangers, shoe bag, laundry bag, tray in convertible hat box, umbrella and cane holder, dust door, lift top, Yale lock, in fact, no convenience is omitted. 40" high. Light but strong. 3/4 size **115.00**

Colors, all black, blue and black, and French gray and black.

Club bags in great variety.

Simpson's—Sixth Floor.



Women's Interest Centres in Jersey

Note Here a New Shipment and a
Special Sale

So you will be glad to know that a new shipment has just arrived, featuring all the fashionable and wanted shades for early spring wear. Specially featured are our embroidered wool jerseys with handsome designs, worked in black silk. Both plain and embroidered jerseys come in new blues, jade, navy, sand, reindeer, pekin, fawns, etc. Yard, **\$5.50 and \$6.50.**

New Heather Tone Jersey. In weights for dresses and suits. 54 inches wide. Yard, **\$5.00 and \$6.50.**

Embroidered Serges Are Also Here. Rich designs on fine Botany Serge in guaranteed fast navy. Thoroughly soap shrunk. Yard, **\$7.50 and \$8.50.**

Simpson's—Second Floor

Stunning Wool Jersey Frocks. The fineness of the jersey that goes into them, the characteristic smartness of the styles, and the wealth of detail that goes into their finishing, makes them above the plane of the ordinary, and gives them extraordinary value at the Moderate Sale Price.

Embroidery—more popular than ever for the coming season, is lavishly used—often forming deep inset girle-effects in solid silks of rich Oriental shades. Again, clever little ornaments in wool or silk embroidery adorn the bodices, which boast simulated button-back. Smart tunics, little strappings-and-buttons-add chic.

Jade green, navy blue, fawns, and brown are mostly shown. Shop at 8.30 a.m. sharp for choice. Today **29.75**

Simpson's—Third Floor



You Will Sit Up Late

If you read Bulldog Carney, 'The Canadian West in its more primitive days, the cool-headed, gray-eyed fortune hunters who inhabited it, running horses, gun play and all those things that stir men's blood are handled adeptly in this new book of W. A. Fraser's. Price **1.50**

A Young Briton

Made an established place for himself in contemporary English letters a few years ago by the writing of *Sonia*. To those who pride themselves on reading the best of the seasonable novels, *Sonia* could not have been left out. It was a triumph of romance, psychology and descriptive fiction. Stephen McKenna, the author, has challenged his old record by producing *Sonia Married*. This tale differs in many ways. You will want to find them out. Price **1.75**

Gentle Whimsicality

Features all the writings of Wm. J. Locke. He pokes fun at unreasonable conventionalities, delights in exploiting eccentric characters, and yet has a firm, sure touch on the big elements that stir human nature. The effect of war and a tender romance on a man, saturated for years with Chinese thought, is worked out in fascinating manner in his new book, *The House of Balthazar*. Price **1.75**

Can Money Buy Love?

Jill Deahly thought so and hesitated between the young idealist who loved her passionately and an elderly admirer who had a thumping big income. Her father thought so too, but the young idealist stood first even after his rival's death. This theme is worked out beautifully by E. Temple Thurston in *The World of Wonderful Reality*. Price **1.75**

A Master Spy Writer

Is E. Philippe Oppenheim, as few need to be told. This book of his, *The Great Impersonation*, finds its plot in Africa and its atmosphere in the Great War. The writer is most at home when dealing with international intrigue, and here he tangles romance, war and machinery skilfully to unravel easily at the end. Price **1.75**

Simpson's—Main Floor.

Relating To Saint Valentine

Cunning little cards with apt colored pictures and verses on them, or big cut-out novelty cards, heart-shaped or in the form of shoes, mittens, men, women and dolls. Many in the easel style. Priced all the way from 1c to 45c each.

Gibson's Valentine Greeting Cards, comprising 8 in a package, with envelopes. Priced at 10c package.

Valentine Post Cards are priced at 1c or 3 for 5c.

Decorated Crepe Paper in red and white, literally covered with symbols—hearts, cupids, arrows and such symbols of the day. Roll **.25**

Valentine Crepe Paper Streamers in large rolls. Bright red. Price, 2 for **.25**

Crepe Paper Flyers in rolls. Break the seal and let the narrow streamers fly out. They add to the merriment of the party and are exceedingly decorative. Dozen **.35**

Crepe Paper Hats, all covered with hearts and arrows. Each **.15**

Crepe Paper Festoons for decorating. 2 rolls for **.25**

Paper Lamp Shades Are made from red and white crepe paper to look like big tulips. Make the party prettily colorful while they add delightful note to the decorative schemes.

Paper Table Covers in various designs. Each **.50**

Paper Table Napkins, dozen **.8**
Paper Dollies for the party, dozens, etc. **.25**
packages for **.25**
Paper Candy Baskets in flower-shape, priced at 75c and \$1.10 dozen.



Cupid, the gentlest of all warriors, is shining up his weapons for the special campaign of 1920. He has established his armory in Simpson's Stationery Department, Main Floor, and here young men and maids will find equipment to their hearts' desire.

Large Red Hearts, cut from cardboard, are immensely decorative. Each **.7**

Large Cupid Cut-Outs, each **.20**

Red or Gold Arrow Cut-Outs for trimming Valentine costumes and stringing to form festoons, and adding brightness to the party table. 2 packages for **.25**

Red Gunned Cupids for decorating place cards, tally cards or for envelope seals. 2 packages for **.25**

Red Cupid Cut-Outs—as cunning little representations of this arch "match-maker" as you ever saw. Will fill dozens of needs in the decorative scheme of your Valentine party. 2 packages for **.25**

Red or Gold Gunned Hearts, 2 packages for **.25**

Red Heart Cut-Outs, in same style as the cupid—may be combined cleverly for many uses. 2 packages for **.25**

Decorative Cupid Cut-Outs, package **.20**
Valentine Place Cards, variously designed—no February 14th party-table is complete without them. Dozen **.40**
Valentine Seals, 2 packages **.25**
Simpson's—Stationery Dept.—Main Floor.

The Nice-Looking Boy

Wants His Suits To Be Well
Turned Out

After all, the boy himself demands the right to the finished appearance that Brother Bill has when he goes out at eight p.m. This he can secure by studying the display in our Boys' Clothing Department, Second Floor.

Boys' Clothing, Second Floor

Expertly tailored clothes for boys who take particular pride in their appearance.
Heather mixed effects in wool and cotton serviceable tweeds. Belter model. Bloomers have belt loops and governor fasteners. Sizes 7 to 12 years. **13.50**
Extra bloomers to match **4.00**

All-wool, Imported Tweed Suits, \$21.50

Winter weight. Brown mixture with overcheck pattern. Dressy and durable. Belter model with all-wool linings, full fashioned bloomers. Belt loops and governor fasteners. Sizes 13 to 16 years **21.50**

Overcoats for Big Boys

All-wool chevrons and tweeds for big boys and youths. Warm, dressy and attractive. Belter and ubstrette models in browns, grays and heather mixtures. Sizes 35 and 36. Prices **\$22.50 to \$35.00.**

Simpson's—Second Floor.

Specials For the Nursery

A Whole Array of Things
Youngsters Require

Today the little children's needs obtain special consideration, and mothers on the lookout for nursery indispensables at reasonable prices will grasp this offer. Your visit to the Third Floor will show you a vast number of other interesting opportunities.

Infants' White Shawls

Knitted in honeycomb weave of pure Scotch wool. Fancy border and heavy knotted fringe. Size 40 x 42 inches. Today **2.25**

"Little Beauty" Corset Waist. Reinforced white cotton in button-back style with double row of buttons at waist. Sizes 2 to 7 years. Today **.55**

Infants' Cozy Night Gowns. Of splendid quality white flannellette edged and trimmed with silk embroidery, insertion and lace. Today **1.49**

White Enamel Wheel Bassinets. Strong wooden frame with interwoven fibre body. 6-inch rubber-tired wheels. Size 36 x 30 x 18 inches. Today **7.95**

Children's \$4.00 Sweater Coats, **\$2.95.** Knitted in close, fancy weave, from pure wool. Two pockets and high or roll collars. Colors, Nile, paddy, white, rose, new rose and white, and saxe or white. Sizes 2 to 6 years. Extra value today **2.95**

Simpson's—Third Floor.



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