

STORE OPENS 8:30 a.m.
CLOSES 5:30 p.m.

The SIMPSON Company Limited

TELEPHONE MAIN 7841
MARKET ADEL. 6100



To "Dress" or Not

That is the question which faces a man frequently in this festive season when so many "affairs", formal and informal, are under way. Sometimes, it is "yes" and sometimes "no", but the well-equipped man does not care which if he possesses a "Raleigh" Dress Suit. He knows that in designs and finish it is among the best, that it exhibits quality. Simpson's Store for men recommends it to you.

"Raleigh" Dress Suits for Men

The "Raleigh" is artistic in workmanship, fits snugly and without wrinkles, on easy flowing lines.

Made in all-wool imported English dress worsted, silk lined throughout. Sizes 35 to 42. 90.00

The "Cromwell" Tuxedo

For Men and Young Men, made in same material as dress suit, and silk lined throughout. Sizes 35 to 44. 75.00

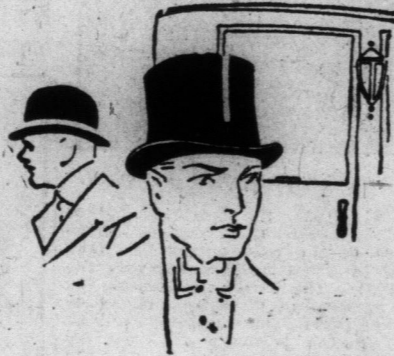
Raw Edge Melton Overcoats, \$38.00

In plain dark gray melton, the Standard Fly Front Chesterfield Model with slightly fitted back, self collar and regular pockets with flaps. Sizes 36 to 42. 38.00

Simpson's—Main Floor.

A Silk Hat, Too

There are occasions, as all men know, when the silk hat is distinctly apropos. And there are men to whom this headgear is particularly becoming. At our counters, you will be fitted expertly with the hat you require. Prices, \$5.00 to \$8.00.



Rollicking Sea-Songs

Are you one of those who, sitting by your own hearthstone, yet delight to be carried away on a good bass melody into the wild mid-ocean? Do you rejoice in music redolent of briny spray, of careening decks and smoking billows, of the toil and merriment of the strong men of the deep sea? If so, you should visit

Simpson's Victrola Department,

for here we have an exceptionally fine collection of Marine Records. The classic songs of mariners and the lighter operatic and romantic compositions based on similar themes are at your disposal. The department staff will be glad to assist in your choosing.

In Full Sonorous Voice,

Wm. F. Hooley rolls out the cadences of *Asleep in the Deep*, and shares in the other old-time, colorful duet, *Board Watch*.

You could hardly associate John McCormack with gales and salt spray, so he sings with abandon about his "Ships of Dreams" in *When My Ship Comes Sailing Home*.

A variation here to appeal to your musical taste.

Victor Record Sea-Songs.

- 17418—Two Jolly Sailors. \$.90
 - 10063—Salt of the Sea for Me.90
 - 31426—When the Bell in the Lighthouse Rings Ding, Dong. 1.25
 - 70118—I'd Love to Be a Sailor. 1.50
 - 35513—Sea Song and War Songs Medley. 1.50
 - 84610—Nancy Lee (Baritone). 1.25
 - 74428—When My Ship Comes Sailing Home. 2.00
 - 18942—Board Watch.90
 - 216082—The Admiral's Broom.90
 - 16083—Bay of Biscay.90
 - 81124—Stormy Breeze. 1.25
- WE DELIVER RECORDS. PHONE MAIN 7841.
Victrola Department—Sixth Floor.



The Boot For a Man

There's not a man tramping the snowy streets these January days but delights in a stout, heavy, comfortable pair of boots. Boots that will not grow slimy at the first slight thaw; boots that reflect the substantiality of their make-up, the ease of the wearer, and yet a becoming style and finish. These wishes are embodied in the celebrated Victor Boot. It has a name for satisfaction. Discriminating men insist on it.

Victor Boots for Men

Style No. 6105-3. Black blucher boots on cosy, medium toe last, with kangaroo toecap. The vamp and full quarter are of finest black kid leathers, the sole is of extra weight, best English oak tanned leather sole. Flat heel. Widths C to E. Sizes 5 1/2 to 11. Pair 13.00

Victor Storm Calf Blucher Boots

Made of brown American army calf leathers on Munson broad tread last. Extra heavy viscolized waterproof sole, and flat heel. Sizes 6 to 10. Pair, \$8.50.

Men's Gunmetal Boots, \$8.50

Medium round and English recede toe lasts. Straight lace and blucher style, with guaranteed rubber fibre soles, and low heels. Sizes 6 to 11. Pair 8.50



Special Values in Chintzes

American Chintzes. 2,000 yards good quality chintz in pleasing all-over floral and verdure patterns and variety of colorings. 36 inches wide. Today, yard 59

Fine Art Chintzes at 98c

Appropriate colors and designs for any room or purpose. Light, medium and dark grounds, showing good floral, conventional and bird patterns printed on a strong, firm cotton. 1 yard wide. Today, yard. 98

50-inch Chintzes at \$1.49 Yard

Good quality American Chintzes in the double fold. 50 inches wide. Color combinations, showing all-over verdure effects, especially suitable for over-drapes or slip-covers. Today, yard 1.49

Imported Shadow Cloths at \$3.75 Yard

Several entirely new patterns and colors in this desirable fabric. Being fully reversible, it requires no lining and gives exceptional wear both for curtains or light upholstery purposes. 50 inches wide. Today, yard. 3.75

Simpson's—Fourth Floor

The Interests of the Boys

Are well looked after in the Boys' Clothing Department, Second Floor. Every style and every fabric that is desired will be found on display here. And daily, special offers of value at lowered prices are made. Here are two important sales today.

Boys' Nap Reefers, Half Price

Small boys may be outfitted with a new coat at less than manufacturer's price.

Blues, browns and gray naps and a few novelty mixed tweeds. Most of them with velvet collar, brass buttons and red flannel lining. Sizes 3 to 5 years. Regularly \$14.00, \$16.00 and \$18.50. Mid-winter Sale, today, \$7.00, \$8.00 and \$9.50.

\$9.00 to \$10.50 Suits at \$7.45

60 sturdy suits in Belter Models, from dependable wool and cotton mixtures and worsted finish materials. Novelty checks and stripes in browns, grays and olive effects. Full fashioned bloomers, equipped with belt loops and governor fasteners. Sizes 25 to 28. Regularly \$9.00 to \$10.50. Today, Midwinter Special 7.45

\$1.00 Mufflers, 49c

Men's and Boys' Mufflers, good weight, made from mercerized yarn. Colors, tan, gray, sky, cardinal mixtures. Fringed ends. Regularly \$1.00. Today 49

(No Phone or Mail Orders.)

Simpson's—Main Floor.

The Robert SIMPSON Company Limited

High-Grade Feminine Footwear

Women's Black Kid Lace Boots. Soft black kid boots with flexible turn sole, and Cuban heels. Medium vamp. Sizes 2 1/2 to 7. Widths A to E. Today 9.00

Women's Countess Boots, \$11.00

Havana brown kid, 9-inch lace boot, made on long plain vamp, with Goodyear welted soles, high arch and Spanish heels. The \$14.00 Grade. All sizes and widths. Pair 11.00

"Biltmore" Boots for Women

Made of soft glove kid with medium weight Goodyear welted soles, medium and Cuban heels and imitation toecaps. All sizes and widths. 14.00

Women's Skating Boots

Black and dark tan calfskin skating boots with strong Goodyear welted, oak leather soles and low, solid leather heels. Leg, 9 inches high. Imitation straps. Laced right to toe. All sizes. Pair 10.00

Women's Boots, Morning Special, \$4.95

The \$7.00 to \$10.00 Grades

400 pairs only, of women's black and colored boots in several good styles. Lace and button, in brown, gray and black kid, patent leather; black and brown calf leathers. Medium weight soles, with narrow toes, plain vamp, straight and fancy imitation perforated tips, Cuban Spanish heels. Sizes 2 1/2 to 6. Today, \$7.00 to \$10.00 grades, for 4.95

Simpson's—Second Floor.

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Containing five
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per annum.
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