

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

Do you belong to the Home-Lovers' Club? It means money in your pocket for a much longer time.

# The Robert SIMPSON Company Limited

The Palm Room satisfies your good taste in food and your good taste in service and environment.



## Underwear and Whitewear

A Made-in-Canada Sale Hundreds of Women Are Utilizing

It is truly a great sale. Toronto women are enthusiastic about its bigness and take advantage of the rare opportunity it presents.

Moreover, it is not a rummage sale, but a specially low-priced gathering of quality garments, expertly made and finished to the last detail in the best Canadian factories. Note the offerings for today, the fourth day, and shop early for best choice.

### Knitted Underwear, Half-Price

A remarkable special coming just at the beginning of the season. You will be wise to select a full supply.

In the lot are vests, drawers and combinations, made of fine ribbed cotton, cotton lisle and lisle thread.

Vests have pretty lace yokes, tubular edgings and beading. Regularly 35c to \$1.75. Today, 18c to 88c.

Drawers are wide umbrella or tight-knee styles. Regularly 95c to \$1.75. Today, 48c to 88c.

Combinations have tight or wide knee. Regularly \$1.25 to \$5.75. Today, 63c to \$2.88.

Not all sizes in any one line, but sizes 34 to 44 in the lot, also a few extra large sizes.

### Women's Nightgowns at \$1.98

Of extra fine white cotton, in slip-over style, trimmed with lace, Swiss embroidery and ribbons. Today, only 1.98

### Better-Grade Underskirts, \$1.98

Of soft white cotton, with deep flounce of Swiss embroidery and cotton underlay. Popular lengths. Today 1.98

### Drawers, 98c

Wide umbrella style, in white cotton, with frill of Swiss embroidery. Some lace trimmed. Today .98

### Band Aprons, 39c

Made of serviceable check gingham, with handy pocket. Exceptional value today at .39

Simpson's—Third Floor.

## Glorious Spring Silks

Predicting a Great Fashion Year, Are Arriving Daily

So marvelous that no description could do them justice, they show that where silks are concerned at least, fashion is launching on one of the most elaborate seasons known in years.

### A Splendid Array

Quite irresistible are the novelty printed silks in their presentation of the newest mode, while plain weaves gleam in a wealth of coloration unsurpassed. To list a few typical of the splendid array now ready for your inspection in our silk department:

#### Chiffon Taffetas

Also Soft Duchesse Mousseline, Shot Duchesse, Satins de Chine and Pussy Willow Satins. A range of colors indescribable in loveliness. Yard, \$2.50 to \$4.50.

#### Georgette and Crepe de Chine

Plain and fancy printed patterns in all the newest colors, including navy blue, brown, French blue, taupe, gray, etc. Also great assortment of pastel shades. Georgettes, \$2.50 to \$10.00 yard.

Crepe's de Chine, \$2.24 to \$5.00 yard.

#### Beautiful Foulards

Soft satin finish. Three fetching designs on grounds of black, navy, Jap blue, brown, taupe, green, etc. Yard, \$3.50 to \$6.50.

#### Charmeuse Satin

Crepe Meteor and Satin Charmante, for street or evening frocks; also heavier weights for suits. Yard, \$6.50 to \$8.50.



## President Wilson Read It

When the American president was for weeks confined to his bed recently, he is said to have greatly enjoyed "The Middle Temple Murder," by J. S. Fletcher. It was one of those detective stories which stand your individual hairs on end and send you leaping wildly to your feet when a taxi honks suddenly in the street. The "Talleyrand Maxim" is written with the same free English style and the same compelling touch. You will enjoy watching young Linford Pratt "turning his mulberry leaf into satin." Price 1.75

## Do You Know Morley?

Born in England, nursed in America, a manuscript critic, a newspaper paragrapher, a purveyor of rich Gilbertian humor, and a man who loves the good things of this life. Things to eat, to drink, to smoke, to read, to hear and to talk about. What a companion for a night in front of the fireside. And he brings a troupe of merry spirits with him: Don Marquis, the satirist; Hilaire Belloc and other breezy individualists. You will want his book, "The Haunted Bookshop." It will be a great friend. Price 1.75

## Six Books In One

And each one of them so good as to draw highest praise from literary critics in Great Britain and America. "The Strong Hours," from the pen of Maud Diver, an English authoress, follows a series of novels which placed the author's name in English letters. The Old Country, Canada and active service form the settings for characters figuring in a powerful romance. Price 2.00

## One Who Came Back

Of course you have read of Jimmie Dale and his wonderful adventures, and doubtless thrilled in doing so. Frank L. Packard also wrote "The Miracle Man," which achieved great popularity. Now you are introduced to Dave Henderson, who goes to prison, gets into bad books, but is dragged up in the usual manner by the love of an unusual woman.

## From Now On

Is a lively tale, filled with fleeing men, policemen, situations and an interesting romance. Price 1.75

## Georgette Blouses

\$6.95

A group of blouses fashioned to the taste of the most fastidious, from soft, velvety georgette. One hundred strikingly original designs, each beautifully hand-embroidered. Adorned with delicate laces, and boasting an individuality that will enable you to choose easily.

The range of color is perfect, including white, ivory, melon, mais, flesh, rose, coral, French blue, navy, black, black and white, and numerous combination color effects. Sizes 34 to 44 in the lot. No phone orders. Present values \$10.50 to \$17.50. Today 6.95



NOW GOING ON  
FEBRUARY FURNITURE SALE  
FEBRUARY SILVERWARE SALE  
FEBRUARY HOSIERY SALE  
MADE-IN-CANADA BLOUSE SALE

## Jolly Fine Suits, What?

Smart Styles for Young Blood, More Conservative for Elders

Any young man who desires a nice suiting fashioned into very smart garb will be pleased with this special suit we are offering. It is cut well and will hang well.

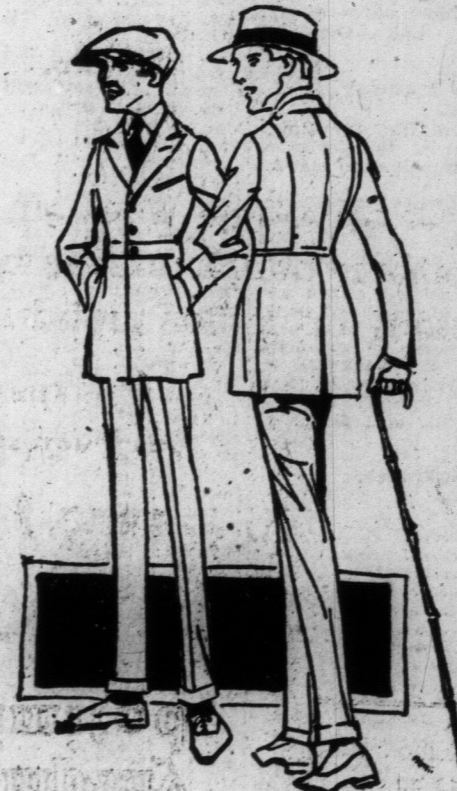
For the Older Man there is a gray English tweed, combining wear and appearance. New models at low prices.

For Young Men, a rich gray, fine-finished tweed, narrow light gray stripe effect; single-breasted, form-fitting model, slanting flaps, and outside ticket pocket. Sizes 34 to 40 37.50

For the Youth, a very smart brown tweed mixture, in the single-breasted belter model, novelty back, with the new yoke and pleat effect. 2 top crescent pockets and 2 patch pockets, medium height vest, trousers finished with 5 pockets, tunnel loops, self belt and buckle and cuff bottoms. Sizes 33 to 36 22.50

For Men, an imported English fine-finished medium gray pick-in-pick worsted, in the single-breasted, 3-button, soft roll, semi-fitted sacque model. A suit to appeal to the conservative dresser. Sizes 36 to 44 35.00

Simpson's—Main Floor



## A Sale! A Sale!

The shrewd man will not hesitate over this opportunity. It will be a case of Read—Run—Buy. This is the offer:

Coat shirts with double soft cuffs in conservative patterns, excellent quality and workmanship. Sizes 14 to 17. Regularly \$4.00. Today 1.98

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