

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

The Robert **SIMPSON** Company Limited

TELEPHONE MAIN 7841
MARKET ADEL. 6100



Suits You Can Rely On

Reliability is in the fabric of our suits for boys. "Wear" is in them. Snow or rain, mud or hardwood flooring fails to break them down before their time. Yet they conform to authentic designs and models.

Boys' Reliable Suits

Attractive wool and cotton mixed tweed, in brown with green and red checked patterns. Particularly durable. Tailored in the popular Better model, with vertical pockets, bloomer pants having belt loops and governor fasteners. Sizes 6 to 12 years, at 16.50

Smart Double-Breasted Suits

More than the ordinary in style is this distinctive double-breasted suit with flare back. Tailored in dark brown novelty mixed tweed, exclusive in design and appearance. With full-fashioned bloomers, having belt of self material and governor fasteners. Sizes 3 1/2 to 3 3/4, at 22.50

Boys' Overalls, \$1.50

Ankle length, blue and white striped denim overalls. Made with reinforced seams, 2 pockets, bib and suspenders. Sizes 6 to 10 years 1.50

Simpson's—Second Floor.

Specials for Men and Boys

MEN'S RUR CAPS. Driver shapes with alp and tie-top bands, made from bleached Persian lamb skins. Regularly \$6.50. Today 3.95
\$1.50 CAPS, 95c. Warm, winter weight caps for men and boys, with inside earbands. Today 95
\$15.00 OTTER COLLARS, \$9.95. Detachable. Can be buttoned to any overcoat. Finished with quilted linings. Rich dark points. Today 95
\$2.00 MUFFLERS, \$1.19. Men's and boys' mufflers. Soft, warm, all-wool brushed finish. Today 1.19
MEN'S WORK SHIRTS, \$1.50. In heavy quality black and white striped drill. Collar attached. Full yoke. Double front. Strongly sewn. Sizes 14 to 17. Today 1.50
Simpson's—Main Floor.

WORK SHIRTS AT \$1.25. Black sateen, strong cloth. Fast black dye. With full yoke, reversible collar, pocket. Full sized bodies. Strongly sewn. Sizes 14 to 17. Special today 1.25
BLUE CHAMBRAY WORK SHIRTS. Good quality, smooth even thread. Made with full yoke. Collar attached. 1 pocket. Sizes 14 to 17. Today 1.50
MEN'S WINTER GLOVES. Odds and ends from regular stock. Cape leather and suede finish. Heavy lining. Regularly \$2.00 and \$2.25. No phone orders, please. Today 95
Simpson's—Main Floor.
BOYS' ACTIVE SERVICE BOOTS. Strong, solid leather boots in black and brown. Broad lasts and heavy soles, sewn and nailed. Every pair guaranteed. Sizes 11 to 13, \$3.95; 1 to 5, \$4.50.
Simpson's—Second Floor.



Warm Sheep-Lined Ulsters

Warmth comes first in these coats. They answer exactly the need of the man who spends time in the cold, frosty air. For those who drive or walk or have to stand about they cannot be excelled at the price.

Sheep-Lined Ulsters, \$19.95

45 only. In heavy weight, brown Bedford cord, lined with prime heavy fleeced sheepskins. Deep beaverette shawl collar, sheep-lined, fly front, two hand warmers, and two patch pockets with flaps, knitted cuff in sleeves.

Leather arm shields and leather reinforced Arctic fasteners. Vent at back, double stitched edges. Sizes 38 to 48. Regularly \$26.95. Today 19.95

Suits at \$26.50

In smart brown tweed mixture. Single-breasted, 3-button, soft roll, semi-fitted sacque model. Medium height vest, trousers finished with 5 pockets, belt loops, cuff or plain bottoms. Sizes 36 to 44.

Navy Blue Suits, \$42.00

Fine finished navy blue worsted, in single-breasted, 3-button, soft roll, semi-fitted and conservative sacque models, medium height vests, trousers finished with 5 pockets, belt loops, cuff or plain bottoms. Sizes 36 to 42.
Simpson's—Main Floor

Simpson's Salons for Imported Gowns

Women's Sumptuous Black Velvet Gowns For Formal Wear

Every woman concedes first place to the black gown for evening wear — she knows how eminently and invariably becoming it is. And, when such a gown is of panne or chiffon velvet, whose mirrored lustre and supple richness are par excellence, it gains added charm.

The black velvet gowns we are now showing for your choosing are distinctive, individual designs, to which regal magnificence is given by supple draperies, bodices in cloth of gold, or girdles and tassels of gleaming jet. Choose from an exclusive group priced from \$100.00 to \$200.00.

One glorious dinner gown in black chiffon velvet, has its long, low-cut bodice veiled in sparkling jetted net, a girde of golden ribbon and a corsage poppy of metal cloth shading from silver to gold. Price 150.00

Glittering gold threads lavishly embroider the georgette-paneled bodice of a beautiful afternoon gown in black chiffon velvet. The Russian blouse back, short sleeves that end in bell-cuffs of black georgette, and pipings of gold ribbon complete the charming effect. Price 200.00

By way of departure, one could choose nothing lovelier than an evening frock of rose silk velvet in whose ultra-simplicity lies its witchery. The low cut cross-over bodice is caught behind with a velvet knot at the long waistline, at the front with velvet morning glories. The skirt is softly draped. Price 100.00

Tricolette and Paulette Frocks

Are Growing in Popularity and Fashion Stresses Them More Strikingly Than Ever for Spring Wear.

Just now our salons are showing a noteworthy assemblage of these handsome dresses—individual models of distinction in women's sizes.

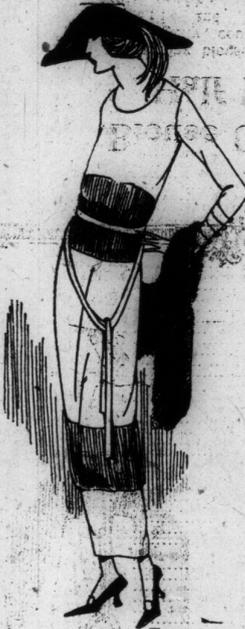
TAILORED STYLES that rely alone upon the charm of their silken fabric, but for many, many severe little buttons and perhaps a tasselled cord girde.

AFTERNOON AND INFORMAL DINNER DRESSES. Weighted with jets, encrusted with handsome embroideries or combined with lustrous satins.

Colors emphasize navy, brown and black. Prices \$55.00 to \$87.50.

Simpson's—Third Floor.

Third Floor



Rugs in From the East

Last week, in the play house, Toronto gained a vision of the gorgeous lights and colorings of the East. This week, a more permanent reproduction of Oriental design and coloring may be obtained in a new shipment of rugs which has just reached us from the far East.

This collection contains rug specimens that the connoisseur will delight in, and yet all are fitted for purposes of utility in the household.

All of These Rugs

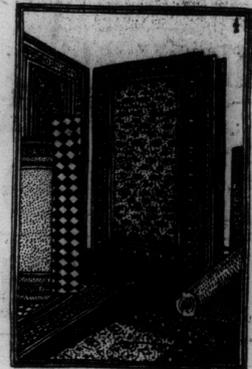
are of designs and colorings most suited to the requirements of the later, furnishing schemes.

Medallion designs on rose and cream grounds, and small designs. Delightful colors. A few darker colorings, including old style Turkey red and blues, for dining-room, or library use.

Small Akbar Rugs, \$28.00, \$40.00, \$68.00.

Akbar Rugs, in room sizes, \$125.00, \$220.00, \$325.00, \$440.00.

Simpson's—Fourth Floor.



Mon! Dae Ye No' Cur-r-l?

Are you a devotee of the rink and the "bonnie stanes"? Do you share in the merry game these evenings? You will want these boots. Scientifically planned to meet your requirements.

Curling Boots, \$2.79

Made with heavy bright finish rubber sole, solid rubber heel—guaranteed waterproof cravenette upper, and fleece lining. Blucher cut, full bellow vamp which prevents snow or water getting through. Sizes 8 to 11. Today, special 2.79
Simpson's—Second Floor.

Is Every Room Warm?

Sometimes there is a room that does not get its proper share of furnace heat yet you wish to make it cozy, perhaps your garage is unheated. The Majestic Heater is the very thing you need. Carry it from room to room and attach it to the lamp socket or wall plug. In one minute the heat is flowing.

We have three styles: 1 coil, \$10.00; 2 coil, \$15.00; 3 coil, grate style, \$15.00.
Simpson's—Sixth Floor.

SIMPSON

Blouse Clearing Half Price

Charming blouses, which have become slightly counter-soiled. White lingerie and habutai silks, also a beautiful range of colors in crepe de chine and georgette. No phone orders, please. Regularly \$2.95 to \$4.50. Half-price, \$1.48 to \$6.25.
Simpson's—Third Floor.



Our Self-Service Lunch

Is something you will enjoy. The food is delicious, well cooked and displayed very attractively.

In addition, the service is expeditious, and business people are finding it a great convenience. Lunch is served from 11:30 a.m. to 2:30 p.m.
Simpson's—Sixth Floor.

Footwear for Motorists

Those who motor these days are well acquainted with the numbness which creeps into the feet. The remedy is to clothe these extremities with care. Today we offer felt motor boots for women and overshoe boots for men at reduced prices.
(No Phone or Mail Orders on Sale Footwear)

Women's Felt Motor Boots

Comfortable boots of gray piano felt, high cut, with fur trimmings. Padded, covered leather, comfy soles. Sizes 3 to 6 only. Today 1.69

Men's Overshoe Boots

Guarantee warm, dry feet during stormy weather. 150 pairs only, heavy gum, laced overshoe boots, made with heavy corrugated gum rubber sole, extension heel, heavy waterproof, reinforced duck upper, warm fleece lining. Sizes 6 to 11. Regularly \$1.75. Today, pair 1.19

Heavy Wool Knit Socks, for teamsters or other outside work. Pair 99c

Women's Boots, \$4.75

Every wanted shape and color—black, brown and gray kid, gunmetal and brown calfskin and patent leathers. 8 and 9-inch tops. Narrow toes, plain and imitation tips. Medium weight soles. Cuban and Spanish heels. All sizes 2 1/2 to 6. Today 4.75
Simpson's—Second Floor.