

Telephone Main 7841

Store Opens 8:30 a.m.

Closes at 5:30 p.m.

Open All Day Saturday

Market Adel. 6100

**The Furniture Sale**  
 From day to day, has great opportunities for you to secure your needs at prices reduced far beyond ordinary.  
 If you join the Home-Lovers' Club you are enabled to more easily realize these opportunities on an extended payment basis.

The Robert **SIMPSON** Company Limited

**A Man's Dinner**  
 In the Palm Room the Business Man may obtain a substantial meal in which the food is cooked to his liking and served daintily. A quiet, restful place in which to dine with comfort.

# Youth Must Be Served Well in Clothing

*Is the Motto Which Actuates the Simpson Departments Specially Devoted to the Supplying of Suits for the Boy, the Youth and the Young Man. Realizing How Scrupulous in Dress the Young Male of Nowadays is Growing to Be, Our Buyers Are Careful to Secure Only Styles Which Are Authentic and Materials Which Impress With Their Finish and Become Appreciated Through Their Durability.*



In the Spring of 1920, the matter of clothes will assume considerable importance in the eyes of the Boy and the Youth. The "winter garments of repentance" will be flung into the clothes press and the chest, or perchance, into the ragman's barrel, and Youth will demand something lighter, smarter, more responsive to the new season's care-free impulses and abandon which inspire him. Simpson's Departments specializing in clothing for the Boy and the Young Man, will be well equipped to take care of him.

The Young Man will find the styles he sees illustrated, reflected in the garments he purchases. He will find a large and varied assortment set forth, an assortment which embraces all the modes men today are wearing. He will like their cut, their quality and the service he receives.

The Boy and his Mother, on the Second Floor, will be as fortunate in the matter of choice. From the little tad who carries a mass of taffy in his cheek all day to the lad who feels that "longs" are not so very distant, we aim to suit them with satisfaction. The wearing quality, the finish of the suits and the little conveniences such as belt straps, pockets and governor fasteners—all are here.

And in clothes for Man and Boy, the Price will please. To present the best quality at the most reasonable figure is the desire which stands behind the cost marks on the clothing.

Today we offer the following:—

## For the Youth

**AT \$20.00**—A medium gray, fine finished tweed with neat, narrow stripe effect; single-breasted, 2-button sacque model, soft roll notch lapels, all-around belt and slash pockets. Sizes 33 to 36 ..... 20.00

**AT \$24.00**—A rich dark brown, fine finished tweed with novelty plaid overcheck pattern effect. Single-breasted, 2-button, waist seam model, with slash pockets and peak lapels. Sizes 33 to 36 ..... 24.00

**AT \$30.00**—A novelty brown, fine finished chevriot; single-breasted, 2-button model, with all-around belt. The new pleated back effect, slash pockets and bell sleeve effect. Sizes 33 to 36 ..... 30.00

(All models with belt loops and cuffs.)

### Trousers for the Youth

**AT \$3.50**—A dark gray tweed, neat stripe effect, finished with side and 2 hip pockets and belt loops. Sizes 27 to 32.

**AT \$5.00**—A dark gray worsted, neat narrow stripe effect, finished with side, 2 hip, watch pocket, belt loops or cuff bottoms. Sizes 27 to 32.

Simpson's—Main Floor.

## For the Boy

**AT \$16.50**—Serviceable tweed with extra pair bloomers which give the suit double length of life. Brown novelty mixtures in single-breasted, three-button model, having full back with loose belt at waist. Bloomer pants having belt loops and governor fasteners. Sizes 7 to 12 years. Suit and Extra Bloomers ..... 16.50

**AT \$18.50**—Dressy all-wool Irish serge suits. A most useful suit for all occasions, developed in both Belter and Regulation Norfolk models. Both the material and color are thoroughly reliable. Bloomer pants have belt loops and governor fasteners. Sizes 6 to 12 years ..... 18.50

**AT \$21.50**—Dark green and blue mixed tweed with invisible red overcheck pattern. Designed in double-breasted, waist-line model. Full fitting bloomers having belt loops and governor fasteners. Sizes 13 to 16 years ..... 21.50

### Overcoats for Big Boys

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

Simpson's—Second Floor.



## New Plaid Skirts

Plaids have come back to unsurpassed favor for Spring, and are worn on every possible occasion. Hence, women will surely hail this sale of new, exclusive plaid skirts with enthusiasm.

Striking models in huge block and multi-plaid designs of fawn and tan, amethyst and gray and other lovely colorings.

Rich softness of fabrics, cleverness of design, chic pockets, belts and buttons. Take advantage of the opportunity this morning. **\$25.00.**

Simpson's—Third Floor.



## New Suits of Finest Navy Tricotiné

Perhaps it's because tricotiné, the most fashionable suiting fabric this Spring, shows up to better advantage in navy than in any other color—or it may be that manufacturers knew that this season of all seasons, women in choosing their suits would do so with an eye to their durability and practicality—whatever the reason may be, the fact remains that where the color of the new Spring suit is concerned, navy vastly predominates.

In our Misses' Suit Department, the very newest style notes are featured in suits of best quality navy tricotiné.

### Popular Bolero Styles

Particularly with Misses—they like the novelty of their jaunty little coats and loose belted sleeves, often three-quarter length. One model gains added smartness from accordion pleating on the skirt and gay vestee of figured silk. **\$100.00**

### A Smart Tailleur

shows stitchings on the long tailored collar and waistline, in designs that are somewhat different from those of other seasons. Price ..... **139.50**



## New Mourning Hats

Spring models in black Georgette, Peau de Soie or Grenadine in very attractive combination, with fine hair braid or dull viscra straws.

Chic little checkerboard designs wrought out in fine silk cord ribbon and narrow straw braid or in narrow ribbon and georgette are also shown.

As to shapes, the small, close-fitting styles with draped crowns, soft Hindoo turbans and pokes are favored. Priced **\$12.50 to \$16.50.**

Simpson's—Second Floor.

## Another Free Lecture Today

In connection with our four weeks' course in **Dressmaking and Tailoring**, Mrs. Blackburn, who will conduct the course, spoke to a great gathering of enthusiastic women yesterday, explaining her remarkable and practical system with such thoroughness and interest as to hold her hearers fascinated throughout the lecture.

This free lecture will be repeated by Mrs. Blackburn today at 2.45 p.m. Every woman who was unable to be present yesterday should be here. Besides the lecture, a practical demonstration of Mrs. Blackburn's Methods will be given. Those who intend to take advantage of the wonderful course, which commences Monday, February 23rd, and for which membership is necessarily limited,

Enroll Now at the Information Bureau, Main Floor Centre. Price of Entire Course, \$2.00.

The Robert **SIMPSON** Company Limited

## SHOPPERS' DAILY GUIDE

**BASEMENT.**  
 Simpson's Thursday Market. Cut Glass Specials. 3,000 pieces Canadian Enamel-ware on Sale.

**MAIN FLOOR.**  
 Savings on Toiletries. \$15.00 Necklaces at \$7.95. Enrolment Bureau for Dressmaking and Tailoring Course.

**SECOND FLOOR.**  
 Values in Boys' Clothing. Factory Clean-up of Men's Boots, \$6.75. Black Silk Sale. Dress Fabrics Reduced. 2,000 yards Cheesecloth at 8c yard.

**THIRD FLOOR.**  
 Whitewear and Underwear Specials. Misses' \$45.00 to \$57.50 Coats at \$33.75.

Clearance of Women's Winter Coats at \$25.00. New Plaid Skirts at \$25.00. Tailored Shirt Waists \$4.95. Children's Winter Coats, half-price.

**FOURTH FLOOR.**  
 1,800 pairs Huck Towels at 63c pair. Viyella Flannel, Steamer Rugs, Art Ticking and Bleached Union Sheeting reduced.

Brussels, Axminster and Tapestry Rugs clearing. Portieres reduced.

**FIFTH FLOOR.**  
 February Furniture Sale.

**SIXTH FLOOR.**  
 Six-room House Set of Fixtures, \$29.75. Bob Sleighs reduced. Picture Framing Special. Wall Papers Sale-priced. Clubs Bags, Suitcases, Trunks on sale.

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LABOR DEPT PLANS SO MOTHERS

Recommend Five to Ad posed L MUST B

Advance copies report by the Ont labor, contain the recommendations of a provincial committee mothers proposed legislation. The report is the first to a widespread anthropologic, religious organizations which during the last the change of a forward deputatio city for legislative action abroad of states that have adopted schemes or allowances in the hearings on it carried out in the province. T brought out con of opinion backing assisted home as tion in coping w and delinquency. The material of lected at the last government, and the direction of D puty minister of la garet K. Strons, gator.

Commission. In a word, the self into one re the appointment of minimum annual apparently circu capable of stretch \$1,027,064. The commission members appointed governor-in-council two women. The to serve without that a per mem provided during. One member o to be retired annu of service from o be determined for (Continued on p

COAL PRIC EXCHAN

Weather Also High Price

The gentleman ther, and the co to have formed it was rumored woman complain commerce that if the weather ma time of the heat of his article, th she bought back dollars per ton out. Yesterday purchase more of which was an above the previo Local coal des exchange rate is rise and also the stove and nut c hind railway ser severe weather. have no coal in evident fact to not obtain deliv suspicion that s heat" that shou private houses h of manufacturers and producing pe

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PASS London, Ont. the influenza epi can declared D medical officer of