



Here's to the Christmas Spirit--the Spirit of Service! May the Robert Simpson Company's Service Always be Worthy of the Hearty Goodwill Shown Them This Yuletide by the People of this City and of This Country.

Of First Interest After the Holiday

The Simpson Store Gives the Most Authoritative Modes for Women

Shirts Show Pleasing Models

The price is a close one, and, therefore, is no index to the unusual worth that has been put into these skirts. To sell for \$8.00.

Many styles are on display, but one worth particular mention is a skirt of imported Panama in navy only; made with panel back and double box pleat down the front panel. It is cut with a deep band on the side gores, and pleats around bottom. Tabs of narrow braid and buttons are the finishing touches. Price, \$8.00.

SUITS IN VARIOUS MATERIALS.

This is an exceptional price attraction, for these goods were \$15.00, \$22.50, \$25.00 and \$29.00 a suit, but have been marked for Tuesday \$9.95.

Women's and misses' sizes, of English serge, French Venetians and imported tweeds, all of approved models, with short or medium length coats, lined throughout with silk or satin. Some are strictly tailored, others velvet or novelty trimmed. Skirts are gored or pleated. The color range includes black, brown, grey, green and pretty tweed mixtures; while all sizes and colors do not occur in every line, yet all sizes are here. Women's sizes 32 inches to 42 inches bust; misses' sizes, 14, 16 and 18 years.

Sweater Coats—A Feminine Need

There's a lot of comfort to be derived from a good sweater coat such as we are selling at half-price on Tuesday.

120 only women's and misses' Coat Sweaters, of heavy knitted wool, have V neck, two pockets, double cuffs and pearl buttons. The colors are grey with red and in all red. Regular price \$3.75 each. Tuesday, each, \$1.75.

Shepherd Checks in Dress Goods

2,000 yards of worsted-finished black and white shepherd checks, with four sizes of checks, a soft finish, and guaranteed to wash. Makes up well for women's, misses' or children's dresses, etc. Regularly 50c per yard, Tuesday, 29c.

33c Per Yard for Silk Remnants

1,000 yards of the season's cuttings. The weaves are taffeta, paillette, messaline, etc., and nearly every color is represented in the lot. The lengths are from 2 yards to 15 yards. These silks are from some of our best-selling lines. Some regularly three times the price. To be cleared Tuesday, per yard, 33c.

French Satin Paillette, beautiful full black, of guaranteed quality, Lyons dyed and finished, 40 inches wide. We have only 300 yards, at the exceptionally low price of, per yard, 98c.

Hands That Need Coverings

Will take kindly to a pair of these low-priced gloves.

KID GLOVES, 49c.

Women's Gloves, of real French kid, made in France, are broken lines from our regular stock. Black, white, tan, grey; not every size in each color, but every size in the lot. Clearing price Tuesday, pair, 49c.

Women's Imported Silk-lined Cashmere Gloves, black or tan, warm and comfortable, with dome fasteners. All sizes. For Tuesday, pair, 29c.

Boys' Black Leather Scout Gauntlet Gloves, wool lined, the Scout regular. Tuesday, per pair, 49c.

Some Interesting Facts

For Out-of-town Customers

¶ The Simpson Simplified System of shopping by mail has just come through a grueling test with colors flying.

¶ Never have we had such an avalanche of Christmas orders to handle. Never have we been so successful in filling promptly the orders of our out-of-town customers.

¶ When the Robert Simpson Company announced that they would pay all delivery charges on everything mentioned in their catalogue it required a wonderful organization to stand the doubling and trebling volume of business.

¶ But by expanding and improving our equipment in every direction we are now giving what is said to be the quickest, surest and most satisfactory mail order service in Canada.

¶ Our New Midwinter Sale Catalogue is now being mailed. It is filled with Big Reductions on the Merchandise you need. Your name on a post-card will bring it, and please note that every price quoted means cost of goods at your nearest station.

¶ If, for any reason, you find the goods we send you unsatisfactory, return them within seven days after you receive them, in good condition, and we will exchange or refund money and **PAY ALL FREIGHT, EXPRESS OR MAIL CHARGES** both ways. Always return goods cheapest way.

Men Are Not Slow to Recognize

that Simpson fur goods give exceptional returns for their cost. Two styles are the topic of talk for Tuesday.

Men's Mountain Bear Fur Coats, of highest grade skins, best quality linings and finish, 52 inches long. A bargain, Tuesday, at \$18.95.

Men's Fur-lined Coats, first grade Canadian muskrat linings, and prime furred otter collars, have shells custom made, from rich black English beaver cloth. A bargain, Tuesday, \$47.50.

Boys' and Girls' Wool Toques

Boys' and Girls' Wool Toques, assorted, in colors fine and honeycomb stitch. Regularly 35c, Tuesday, 19c.

Men's and Boys' Caps, jockey, driver, golf and yacht shapes, in beaver, melton, tweeds and corduroy. Tuesday, 39c.

Quantity and Quality in the Big Shirt Sale

Negliges—A huge collection of broken lines from our regular stock, including shirts of Canadian, Austrian and American manufacture, have been marked at prices that are a fraction of their regular values. All sizes in the lot. Regularly \$1.00, \$1.25, \$1.50 and \$2.00. Tuesday, 8 o'clock, each, 89c.

Men's Underwear, in Scotch wools and natural wools, fleeced, heavy ribbed cottons, etc., are odd lots that have grown to large quantity. Regularly 50c, 75c and \$1.00. Tuesday, per garment, 39c.

English Materials in these Sturdy Suits

Attractive Suits, made from a brown English worsted, in quiet pattern, are single-breasted, three-button style, well lined, best workmanship, perfect fitting. Price, \$12.50.

Generous value in Suits. The kind you know is good at a glance. A medium shade grey Bannockburn tweed, single-breasted, three-button style, good linings, workmanship and style of the best. Price, \$13.50.

The Suit for Your Little Lad

BOYS' TWO-PIECE SUITS, \$3.79.

School clothes are the newest problem for the boy's family—and here are the clothes.

Tuesday about 95 Suits, ranging in size from 26 to 34; odd lots from our regular stock. English and Scotch tweeds, in grey, brown and dark shades, single-breast Norfolk and double-breast sacks, with pants. Extra values for Tuesday, per suit, \$3.79.

Men's and Women's Boots

342 pairs Women's Boots, broken size ranges from the Christmas rush, in patent colt, tan, Russia calf, gunmetal and straight lace styles, not all sizes in each style, but all sizes in the lot, values to \$4.00. Tuesday, \$2.49.

Values to \$3.00, Tuesday, \$1.99.

600 pairs Men's Boots, button and Blucher styles, single and double, Goodyear welted soles, low, medium and high heels, gunmetal, patent colt, box calf, vici kid and tan, Russia calf leathers. Sizes 5 to 11. Values to \$5.00. Tuesday, \$2.95.

Values to \$3.00. Tuesday, \$1.99.

The **SIMPSON** Company Limited