

The Boys' Store at Simpson's is Keen on Quality



Merely low prices do not interest us---and they should not interest you. The first consideration in this store is quality of merchandise---the price then must be low or lower than you can get the same quality for elsewhere. But if the quality is not up to our standard we will not handle it at any price. That is why you are safe in outfitting your boys at Simpson's.



The Boys' Clothing Described on this Page Are Values That Just Can Not Be Surpassed

Style D---English Tweed Norfolk Suit

A special lot of Suits priced specially low for Tuesday. A smart, dressy style, splendidly tailored from dark grey and brown tweeds showing neat stripes and small check patterns. Well lined throughout. Sizes 25 to 34, for ages 7 to 16 years. Tuesday 4.85

Style A

Boys' Grey Chinchilla Overcoats \$3.95

As Style A---185 warmly tailored, double-breasted winter coats, full fitting and lined with fancy check flannel linings. The chinchilla comes in dark shades of rich greys. A splendid coat for boys of 2 1/2 to 9 years. Sizes 20 1/2 to 27. Tuesday 3.95

Take lunch today at Simpson's---The Palm Room and Lunch Room, 6th Floor.

Style B---Junior Slip-On Coat \$3.95

100 warm winter Overcoats for younger boys. Double-breasted style, with collar that buttons up to chin. A splendid choice of rich browns and tans in several shades and patterns. Sizes 2 1/2 to 8 years. Tuesday 3.95

Style C---Warm Chinchilla Ulster

Double-breasted, warm ulsters with wide convertible collar and felt on back. Full-fitting models, and finished with heavy will linings. Blue, brown or grey chinchilla. Sizes 25 to 29, \$8.50; sizes 30 to 33, \$9.50; and sizes 34 and 35, \$10.50.

Style E---Double-Breasted Ulster \$6.00

85 winter Overcoats for larger boys. Warmly tailored from strong, dark English tweeds in neat patterns. Collars that can be fitted up under chin. Belt on back. Sizes 23 to 28, for ages 5 to 10 years. Tuesday 6.00

Style F---Blue Chinchilla Reefer

145 well-tailored, double-breasted Reefer Overcoats, strongly tailored from imported English chinchillas in rich navy blue shades. Black velvet collars and heavy twill linings. Sizes 20 1/2 to 28, for ages 2 1/2 to 10 years. Tuesday 5.95

Style G

Blue Serge Junior Norfolk Suit \$4.25

110 neatly tailored, rich navy blue Suits for little fellows. A dressy style with collar that buttons up close to chin, and bloomer pants. A regular winter suit. Sizes 3 to 8 years. Tuesday 4.25

Style H---English Ulsters

High-grade Overcoats and Ulsters for big boys. Swagger models with box back. Single and double-breasted styles, with convertible collars. Wool serge linings. Sizes 30 to 36. Tuesday 9.45

Get Comfort and Service for Your Overcoat Money

A Splendid Choice of English Materials

Two \$18.00 Coats

THE FIRST IN BROWN
Is a smart slip-on coat, in good English coating, plain color, with youthful, single-breasted cut, velvet collar and heavy twill mohair lining. The size range is 35 to 40.

THE SECOND IN BLUE
Is of English chinchilla, cut in double-breasted ulster style, with shawl collar, back belt and heavy twill lining. Sizes 36 to 44.

Both are ideal winter coats for general wear and give wonderful value for the conservative price 18.00

You need not sacrifice smart lines and splendid appearance to get them either, for our overcoats are made from picked goods, cut by men who are style masters.

A Chamois Lined Coat

Here's an Ulster that will give the maximum of comfort, for not only has it chamois lining and heavy tweed outside, but it is cut on roomy ulster lines, double-breasted, and 50 inches long with a collar that turns up when the winds are cold. Sizes 36 to 44. Price 25.00

An English Made Coat

The old country tailoring gives an added dash to these all-wool Overcoats, showing the favorite slip-on lines, patch pockets and cuffs. They are double-breasted and lined with silk through the sleeves and shoulders; all hand tailored. Excellent value at 32.00

A Good \$15.00 Value

Just to the liking of younger men, cut on swagger lines from English tweeds, grey and light brown mixtures, and having patch pockets and self collar. They are single-breasted, slip-on coats with box back. Sizes 34 to 37. Much of style and quality for 15.00

Practical Ulsters at \$12.00

Plain Oxford grey English ulstering is the cloth, and the styles are the new ones for this season. The double breast and 50 inches of length assure thorough protection. Heavy twill linings. Sizes 36 to 44. Excellent value at 12.00

Mackinaw Sport Coats

The smart thing for skating and snow-shoeing, or any other out-of-doors sport. The colors are black and red in check pattern. Yoked and belted style. Sizes 36 to 44 at 7.50



The Pure Food Market

Telephone Adelaide 6100

- MEATS**
- Highest Grade Government Inspected Meats Only Sold in Our Meat Market.
 - 1,000 lb. thick Rib Roast Beef, Simpson quality, Tuesday, special, per lb. 16
 - 1,000 lb. Prime Rib Roast Beef, Simpson quality, Tuesday, special, per lb. 16
 - Boned Boneless Briskets For Roast, lb. 17
 - Forchoune Steak, finest centre cuts, per lb. 27
 - Wing Steaks, per lb. 28
 - Simpson Family Sausage, per lb. 14
 - Gunn's Maple Leaf Breakfast Bacon, by the piece, per lb. 34
 - Gunn's Maple Leaf Back Bacon, by the piece, per lb. 34
 - Gunn's Maple Leaf Smoked Ham, whole or half, per lb. 35
 - Gunn's Maple Leaf Lard, 2-lb. pails, gross weight, per pail 70
 - Gunn's Eastfire Shortening, 2-lb. pails, gross weight, per pail 60
- GROCERIES**
- One car Standard Granulated Sugar in 20-lb. cotton bags, per bag 1.84
 - Fire Roast Flour, 4-lb. bag 1.53
 - California Seedling Raisins, per lb. 18
 - Maple Baking Powder, 1-lb. tin 22
 - Malta Vita Breakfast Cereal, 5 packages 25
 - Pure Gold Jelly Powders, assorted, 2 packages 25
 - Oxo Cubes, 3 tins 25
 - White Swan Pancake or Biscuit Flour, package 14
 - Pure Gold Quick Chocolate, Custard and Arrowroot Puddings, 2 packages 25
 - Choice Green Olives, American 30
 - Cowan's Cocoa, 1/2-lb. tin 23
 - Finest Yellow Turnips, 3 for 1 30
 - Onion Salt, package 20
 - 500 lb. Fresh Cracked Biscuits, lb. 23
- FRUIT SECTION**
- Choice Cooking Onions, pack 48
 - Fresh Carrots, pack 20
 - Finest Yellow Turnips, 3 for 1 30
 - Choice Florida Oranges, per doz. 30
- CANDY SECTION**
- Main Floor and Basement.
 - After-Dinner Mints, Regular 26c
 - Finest Mixed Creams, per lb. 15
 - Kepple Candy Dolls, in packages Regular 16c, 3 packages 25
- DRUGS SECTION**
- Dracmas, each 40
 - Boston Sward Ferns, each 30
 - Cherry Trees, each 30
 - Fern Fans, each 25c and 37c
 - Choice Palms, each 65

The Robert **SIMPSON** Company Limited