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

Tremendous Buying Opportunities Daily in the Furniture Sale

The Robert SIMPSON Company Limited

Breakfast in the Palm Room. Fresh Fruit, Fragrant Coffee, White Napery

Men Are Alive Today

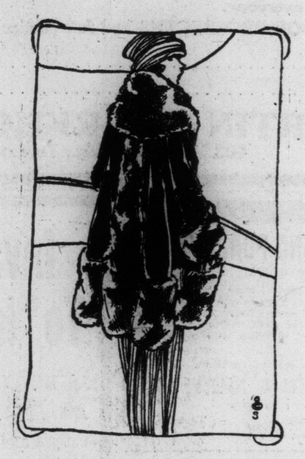
To the Opportunity of Securing a Blue Suit Reasonably

They know that a man with a conservative taste, and yet desiring to appear well dressed, rarely makes a mistake in buying navy blue worsted. It is a cloth that hangs well, gives a certain distinction and has real wearing qualities.

Moreover, most men who do not care to subscribe to "freak" styles, but who do want a reliable well-cut, authentic suit, are quite particular about the quality. The Simpson navy blue worsted we describe here is the very suit they have in mind. Design, quality and price—satisfaction in all features. They are tailored in our own factory.

Fine-finished navy blue worsted, in single-breasted, 3-button, soft roll, semi-fitted sacque model, with regular pockets and centre vent. Medium height vests—trousers finished with 5 pockets, belt loops, cuff or plain bottoms. Sizes 36 to 42 ..... **42.00**

Simpson's—Main Floor.



The Finest of Furs

Combining Luxurious Appearance With Comfort and Utility

Handsome Mink Coatee, exclusively designed, perfectly marked rich dark skins **$1000.00**

Hudson Seal (Dyed Muskrat) Dolman Coats, imported individual model of exceptional beauty **875.00**

Mole Dolman Evening Wrap, ultra distinctive, at **900.00**

Large Mole Shawl, with cuffs around hand holes. Extra value at **167.50**

Gray Squirrel Coatee-Capes, made from extra selected skins and beautifully finished. Price. **185.00**

Long Kolinsky Stole, in straight style, with tails and paws **195.00**

Simpson's—Second Floor.

Petite Shoes for Petite Feet

Finest of Styles, Greatest of Comfort for Little Girls

New Shoes for the Younger Generations are here in great array. Wee shoes for the "baby sister," sturdy boots for the girl who is romping her way through school, and smart models for the young miss who has an eye for style.

Mothers are assured of satisfaction when choosing children's footwear here—not alone because our complete stock covers every possible need, but because we have specialized on the fitting of children's shoes. To describe a few of many styles:

For the Little Girl

Sizes 4½ to 7½

"Daintitot" shoe in soft black kid, with high laced top and broad toe. Flexible McKay sewn non-slip sole and spring heel. Price **3.25**

Another adorable little "Daintitot" shoe has soft patent vamp and velvety gray suede buttoned top. White kid facings, non-slip sole and spring heel. Price.... **3.25**

For Bigger Girls

Sizes 8 to 10½

"Daintimaid" Shoe in stunning black kid, with high laced top, Goodyear welt sole with smart white trimmings, and low heel. Price **5.00**

A Sturdy Boot of "Daintimaid" brand, is of fine Havana brown calf leather, with extra high laced top. Goodyear welt sole and low heel. Price **5.00**

For Young Misses

Sizes 11 to 2

Dressy Shoe in black kid—its high top fastened with bird's-eye pearl buttons. White stitchings on vamp and top add chic. Price **7.50**

A very staunch shoe of Havana brown calf leather, has a wide toe with perforated cap, high laced top and low broad heel. Price **8.00**

Simpson's—Second Floor.

The Spice of Variety in Suits

Is Very Apparent in Our Merry Spring-Time Display Which is

already assembled in the Women's Department—but one and all follow the lead of the smart, short-coated, trimly-fitted tailleur.

This may be devoid of trimming with the narrowest of belts and just a bit of the distended hip to proclaim the new mode, a mannish collar and close-fitting sleeves. Or it may boast a rich embroidery on skirt and coat, innumerable rows of military braid or chic designs in soutache braiding.

All are fashioned from Botany serges, English gabardines and tricotines—mostly in navy and black, with a few in brown and taupe. Priced from **$60.00** to **$100.00.**

Women's Winter Coats, $37.50

Several smart styles and well-assorted shades from stock that was priced to $60.00. Made from splendid quality silvertone. Sizes 34 to 44. Marked for quick clearance today **37.50**

Simpson's—Third Floor.

New Taffeta Frocks for the Miss

Simpson's Salons for Imported Gowns

Presage the Mode of the Dawning Season and Win Their Way By Means of the Many Allurements Youth and Happiness Demand

A quaintly-Quakerish frock in navy taffeta has a broad shawl collar shirred to a fulness in the back and crossed to form a demure surplice front. Further simplicity and charm is gained from short sleeves and a narrow girdle inset with French blue velvet ribbon. Price **55.00**

Or another smart navy taffeta, broad loose panniers heavily corded where they are fastened to the skirt to give the distended hip, are also richly embroidered in black and gold. The basque bodice is corded about neckline and short sleeves. Price **95.00**

Simplicity Characterizing All

is seen at its best in another navy taffeta model. The long, straight waist falls below the waistline, an appliqued skirt is rippled on and cleverly-puffed out at the hips, and the whole is trimmed with tiny pipings of gold brocade. Price **85.00**

Little "Jacob's Ladder" pleatings effectively border the irregular tunic, surplice bodice and very short sleeves of a navy taffeta, whose only other adornment is a wee bouquet of field flowers at the waistline. Price **95.00**

The Essence of Springtime

is a frock that combines French blue taffeta with one of the new crepes de chine in the same blue all-over printed in rose-colored flowerets. The taffeta slants out in panels on back and front bodice, is broadly-banded about the weighted side panniers, cuffs the short sleeves and ends its career in a wonderful sash with a huge bow. Price **85.00**

Simpson's—Third Floor

Remarkable Lingerie Sale

For Six Days. Blouses and Whitewear at Surprising Prices

This unprecedented sale of fine garments is offering values which, we believe, if equalled are unsurpassed on the continent. Unsurpassed, not in quality, smart style and expert workmanship, but because, despite the skyward advance of fabric, prices, labor, etc., we are able to give Toronto women fresh "Made in Canada" garments at away below the pro-rata of production today.

A series of enormous special purchases from the best Canadian manufacturers of waists and whitewear, concentrated into one great six days' selling. Included are women's nightgowns and silk camisoles and other under garments.

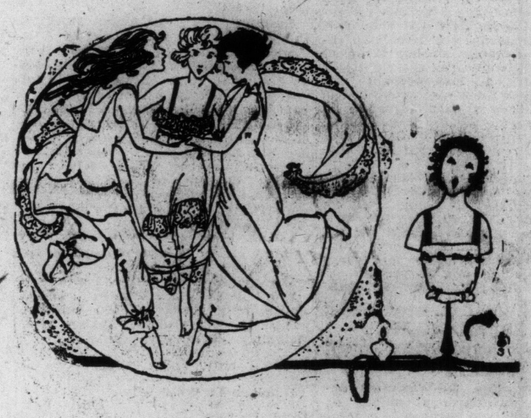
Exquisite Lingerie Blouses, $2.95

Styles that spell daintiness and charm are these—in a variety that beggars description.

Sheer English and French voiles or fine batishes, lovely with delicate laces or embroideries, tiny tuckings, pretty buttons, becoming collars and other such tricks of Fashion that betray the "better" blouse.

Sizes 34 to 46. Ordinarily at $4.50 to $6.95. No Phone Orders. Today, at **2.95**

Simpson's—Third Floor.



Preparing for St. Valentine

Is Rendered Quite Simple by Visiting the Stationery Department

Those who are meditating laying siege to susceptible hearts in the Valentine season should not venture to attack without the necessary ammunition. Here is a stock of accessories to outfit anyone for his (or her) campaign on the 14th. The Stationery Department is prepared to "prepare" you with a supply of dainty valentines for mothers, fathers, husbands, wives, brothers, sisters and sweethearts.

Choose now while the variety is so complete.

Festoons, red and white combined, 2 for ..... .25
Streamers, white or red, 2 for ..... .25
Crepe Paper, all colors, per fold ..... .20
Decorative Crepe Paper, per fold ..... .25
Decorative Table Covers, 60 x 84 inches ..... .50
Serviettes, per dozen 8
Basket Favors, per dozen, **75c** and **$1.10.**
Flyers, red or white, per dozen ..... .35
Lunch Sets (for 12 people) 1.25
Seals, Hearts, Cupids, Arrows, etc., packet, 2 for..... .25
Place Cards, per dozen ..... .40
Decorative Cut-Outs for ices, per dozen ..... .20

Invitation Cards, per dozen ..... .75

Valentine Post Cards, each, **1c;** 2 for **5c;** 3 for **5c.**

Fancy Valentines, priced from **1c** to **50c.**

Valentine Cards, 8 in packet with envelopes ..... .10

Tally Cards, per dozen. .25

Dance Programmes, per dozen ..... .50

And scores of other designs.

Stationery Dept.—Main Floor.

The Robert SIMPSON Company Limited