

Telephone Main 7841

1898—TWENTY-FIRST ANNIVERSARY, COMING-OF-AGE YEAR—1919

Market Adelaide 6100

Store Opens 8:30 a.m.

The Robert **SIMPSON** Company Limited

Store Closes 5:30 p.m.



A Mother Likes her Boy

To be dressed in a way that will meet her demands for economy and durable material, and yet will please him. Knowing this the Boys' Clothing Dept. (2nd Floor) has in hand a stock which will meet the desires of both mother and son. Every day certain suits or garments are selling at reduced prices.

\$25.00 Junior Overcoats \$19.45

Exclusive patterns in brown, gray and olive mixtures, in soft woolly chevots. Double-breasted Ulster style, with patch pockets, inverted pleat in back and half-belt. Sizes 4 to 10 years. Sale price 19.45

Blue Serge Suits \$18.50

Single-breasted Belter and Norfolk models, lined throughout with durable body linings. Full-fashioned bloomers. Governor fasteners. Sizes 7 to 12 years 18.50

Junior Eton Norfolks \$7.50

A variety of colorings, blue worsteds, brown and novelty mixed tweeds, with straight knee pants. Sizes 4 to 8 years 7.50

Extra Knickers for Boys

Blues, grays, in dark and light shades, in Junior Knickers. Sizes 2½ to 10 years. \$2.00, \$2.25 and \$2.50.

Simpson's—Second Floor

A Soft Fur Collar

At your neck on these biting mornings sends a warm glow through the whole system. In addition it adds a final touch to a well-cut substantially built overcoat.

You will find a nice model in our double-breasted, form-fitting dark gray melton, with Hudson Seal collar, slash pockets, deep centre vent and general lines. Sizes 36 to 42. Priced at 50.00



Fine Gray Worsted Suits

Here are some which will interest you. Single-breasted, 3-button, soft roll lapel, semi-fitted sacque, medium height vest. Trousers finished with cuff or plain bottom. Sizes 36 to 44 38.00

\$35.00 for a Chesterfield Coat

The average man finds that a coat of this style suits him best of all. It looks well, hangs well and is built well, as a matter of course.

This coat will meet your wishes: In dark gray melton, fly front, Chesterfield model, with slightly fitted back, self collar and regular pockets with flaps. Sizes 36 to 44. Price... 35.00

Reliable Shirtings

Arrow and Forsyth brands, in silk, fibre cloths, also with crepe and silk stripes; assorted patterns and different sleeve lengths. Sizes 14 to 16½. Price 5.00

Forsyth Shirts, in fine English wool taffeta cloths. Patterns in narrow and cluster stripes. Sizes 14 to 16 7.50

Arrow Shirts in crepe cloths, in blue, black, helio and cluster stripes. Different sleeve lengths. Sizes 14 to 16½ 3.00

Forsythe Shirts in fine crepe and flannel cloths, in blue, mauve and green narrow and cluster stripes. All have different sleeve lengths. Sizes 14 to 16½ 4.00

Arrow and Forsythe Shirts in heavy crepe cloths, all absolutely guaranteed colors, assorted patterns, different sleeve lengths. Sizes 14 to 16½ 4.50

Arrow and Forsythe Shirts in silk fibre cloths, also with crepe and silk stripes, assorted patterns, and different sleeve lengths. Sizes 14 to 16½ 5.00

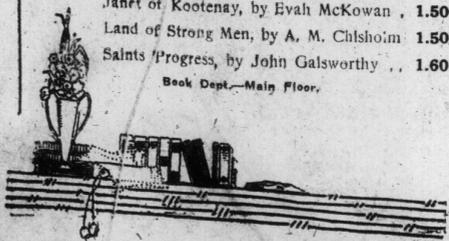
Forsythe Shirts in fine English wool taffeta cloths. Patterns in narrow and cluster stripes, separate colors. Sizes 14 to 16 7.50

Simpson's—Main Floor

Reading for 1920

In this list of books appear several which have been selected by the book reviewers as the best products of the year. Style, interest and ability to tell a good story as it should be told, figured in the decision. You should have these books on your table.

- The Crimson Tide, by R. W. Chambers 1.75
- Rainbow Valley, by L. M. Montgomery 1.50
- Michael Forth, by Mary Johnston 1.90
- Red and Black, by Grace Richmond 1.50
- Storm in a Teacup, by Eden Phillpotts 1.75
- Girls of OK Valley, by Robt. Watson 1.50
- Heart of Cherry McBain, by Douglas Durkin 1.50
- Ladies in Waiting, by Kate Douglas Wiggin 1.65
- Rim o' the World, by B. M. Bower 1.60
- Dangerous Days, by Mary Roberts Rhinehart 1.50
- Janet of Kootenay, by Evah McKowan 1.50
- Land of Strong Men, by A. M. Chisholm 1.50
- Saints' Progress, by John Galsworthy 1.60



Book Dept.—Main Floor

Business Man!

The Palm Room is the logical place for your luncheon. Quiet, tasteful environment. Food cooked properly and served expeditiously.

Also Self-Service Lunch

Simpson's—Sixth Floor

Dainty Baby Wear

White Angora Caps

Edges with mercerized silk. Big white satin ribbon rosette on one side. Sizes to 1 year. Today 4.50

Infants' White Flannelette Nightgowns

Button back style. Edges stitched with white mercerized silk thread. Today... .85

White Voile Short Dresses

Square yokes, trimmed with embroidery and white, pink or blue ribbon. Sizes 6 months to 2 years. Today, special98

Triangular Diaper Pads

Firmly padded and quilted and covered with strong white cotton. Today, 2 for .25

Baby Record Books

Illustrated. Front cover with gold lettering and baby's head in color. Today .75

Infants' Overalls, With Feet Attached

White wool. Thick wool draw cords, with tassels at waist and ankles. Sizes to 1 year. Today 1.65

Simpson's—Third Floor

Aids to Visitors

THE PALM ROOM, AND SELF SERVICE LUNCH ROOM—On the Sixth Floor.

WOMEN'S REST ROOM—On the Third Floor, Richmond side.

TELEGRAPH STATION AND FREE PARCEL CHECK ROOM—In the Basement, Centre.

APPOINTMENT REGISTER—Main Floor, Queen St. Entrance.

POST OFFICE—On the Street Floor, Centre.

TELEPHONE BOOTHS—Conveniently located throughout the store.

INFORMATION BUREAU—On Main Floor, Centre.

Diamonds and Pearls Reduced

Solitaire, Tiffany Rings, hexagon and fancy Dinner Rings, Platinum and white gold Lavallieres and little finger Rings, also Earrings and Bar Pins. Regularly from \$40.00 to \$50.00. Today 29.75

\$30.00 to \$35.00 Pearls, \$19.75

30-inch, 24-inch and 15-inch Pearl Strings, indestructible quality and graduated in size. Regularly from \$30.00 to \$35.00. Today, extra special 19.75

14K Necklaces, \$23.50

Solid 14k gold Necklaces, in large grape design, set with real pearls. Regularly \$40.00. Today 23.50

Simpson's—Main Floor

Fox Trot, Jazz, Classic, January Records Today

90 Cents for 10-Inch Double-Sided Victor Records

- 216068—Wait Till You Get Them Up in the Air, Boys. Billy Murray.
- They're All Sweeties. Billy Murray-Henry Burr.
- 216071—Beautiful Ohio (Hawaiian Guitars). Ben Hokea-Al Nani.
- Golden Gate (Hawaiian Guitars). Ben Hokea-Al Nani.
- 216072—Freckles. Fox trot. Coleman's Orchestra.
- Tenis of Arabs. One step. Lincoln's Orchestra.
- 216074—Patches. Fox trot. Coleman's Orchestra.
- Dardanelles. Fox trot. Coleman's Orchestra.
- 18616—I Want a Daddy Who Will Rock Me to Sleep. Medley fox trot. All Star Trio.
- All the Quakers Are Shoulder Shakers. Medley fox trot. All Star Trio.
- 18621—Wonderful Pal. Sterling Trio.
- There's a Lot of Blue-Eyed Marys Down in Maryland. Shannon Four.

\$1.25 for 10-Inch Red Seal Victor Records

- 64882—Dear Heart (Baritone). Emilio de Gogorza.
- 64888—Only You. (Tenor). John McCormack.

\$2.00 for 12-Inch Red Seal Victor Records

- 74597—Hymn to the Sun. (Violin). Mischa Elman.
- 4598—Don Pasquale-Cavatina. (Soprano). Galli-Curci.

Simpson's—Sixth Floor

Leather Writing Folios \$1.95

35 only tan calfskin leather Writing Folios, fitted with blotter, writing pad and pockets for stationery. Today 1.95

Suede Shopping Bags, \$21.95

Tan, brown and gray mounted on ten-inch Dutch silver finished metal frame. Lined with rich silk. Regularly \$35.00. Today 21.95

Simpson's—Main Floor

The **SIMPSON** Company Limited