

STORE HOURS
8.30 a.m. to
5.30 p.m.

The Robert Simpson Company, Limited

TELEPHONES:
Groceries
At least 2500
Other Departments
Main 7841

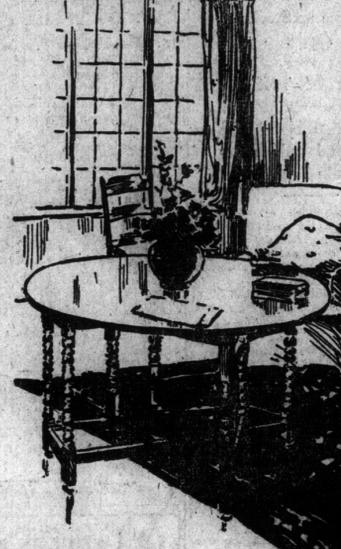
OUR GREAT DISTRIBUTION OF CANADIAN FURNITURE -Fifth Floor

Conveniently situated, close to the rest of your shopping, we have assembled a stock of Canadian-made furniture unsurpassed by any stock you've ever seen.

Every home-furnishing department in the Store is offering unusual attractions to-morrow.

- Kitchen Cabinet, made of selected maple, large cupboard with 2 shelves, double glass doors and 2 bins, nickeloid top, 2 chopping boards; linen and cutlery drawer, roomy cupboard and large flour bin. Regularly \$19.00, February Sale price 14.50

- Dining-room Chairs, solid quarter-cut oak, fumed or golden-brown, backs and for hip seats, in high-grade leather; 5 side and 1 chair. Regularly \$24.75, February Sale price 17.90



New Papers for Living Rooms

For the home room of the house, the cozy spot; we show special living-room papers, with suggestions to suit square, long, wide, high, low, light or dark rooms; enquire at the desk.

Hand-made Stipples and Breads, in two tones, rich plain effect, to use with hand, strapping or fringe, no joints or seams, for best rooms. Room sets \$2.00 up.

Lighting Fixtures FEBRUARY HOUSEFURNISHING SALE

In addition to the extraordinary bargains already announced, we have made a selection of three outfits, each sufficient for the complete installation of a seven-room house, with glassware, to be priced as follows:

Reg. \$20.85, Wednesday \$9.95
Reg. \$25.00, Wednesday 14.75
Reg. \$39.00, Wednesday 23.95

Table Silverware in the February Sale

Silver-plated Butter Dishes, with cover; plain design; hand engraved on cover; satin or bright finish 1.95

- Bed Spring, kiln-dried hardwood, woven steel wire springs, all sizes. Regularly \$2.00, February Sale price 1.45

A Great Mid-Week Sale of Lovely Rugs

Ever before has the Rug Department been so well supplied with splendid values, in its most desirable rugs, Wiltons, Brussels and Antwerp, in individual rug with the special February Sale tag on many of them, or dollars, and there are especially hundreds to select from, no matter whether you may be looking for a library, or soft or color drawing-room or sitting-room, you will find selection and better values than you have ever seen before.

Beautiful Wilton Rugs—Both the qualities quoted here are extra values, in the most desirable patterns, in the most desirable colors.

New French Linens for Draperies

For Wednesday we feature hand-blocked French Linens, both 50 and 60 inches wide, and make a most interesting display of this material. They are absolutely the latest work in their class.

DRAPERIES MADE UP FREE OF CHARGE. The time for accepting the making drapery orders is getting shorter. In a few more days the opportunity for immediate service will be withdrawn.

"BEIN JOLIE" Corsets and Brassieres

Ladies are reminded that a New York corset modiste will be in attendance here during this week and next to give free consultations and advice about the new spring corset styles, particularly concerning the latest "Bein Jolie" models.

14 New Spring Models "Bein Jolie" Corsets; for all figures. A pair, \$6.00 to \$12.00.

Showing of Mourning Millinery at \$5.00

New Mourning Hats of French silk grenadine; the new styles in toques and small hats. This section of the department is now at its best. Make your visit to-morrow. Wednesday's special... 5.00

News of Today's Selling

Displays of new goods in Lace, Velvets, Embroidered Dress Goods, Silks, Wash Goods, Corsets and Brassieres are shown in our window today.

DISTINCTIVE BOOTS LOW PRICED

\$2.95 FOR MEN'S GOODYEAR BOOTS. Box calf, vici kid, tan willow calf, gummet calf and patent oiled leathers, in button and lace patterns; light dress weight soles; military and English heels; cloth tops and dull calf uppers; sizes 5 to 11. Values \$4.00 to \$6.00. ... 2.95

\$2.49 FOR LADIES' \$4.00 DRESS BOOTS

New button and lace patterns, with the very latest cloth tops, in grey, sand and black colors; also some dull calf uppers; the vamps are fine gummet calf and patent oiled leathers; widths B, C, D and E in the range; sizes 2 1/2 to 7. Regular \$4.00 to \$5.00 values. ... 2.49

\$1.99 FOR BOYS' BOOTS

Strong English kid and whole stock grain calf, also gummet and box calf leathers; made in Blucher style; stub-proof, durable soles and built leather heels; snare and dirt-proof bellows tongues in some styles; sizes 1 to 5. Wednesday for ... 1.99

MISSIE'S HOCKEY AND SKATING BOOTS, WEDNESDAY \$1.25

Fine quality box calf leather, reinforced to prevent stretching; ankle supports and straps; felt lined tongues and insoles; sizes 11 to 2. Regularly \$2.19. Wednesday for ... 1.25

Groceries TELEPHONE DIRECT TO DEPARTMENT, ADELAIDE 5100.

- 4,000 tins Finest Canned Tomatoes, only six cents to customer. 3 tins... 25

Shopping Incentive at Simpson's

You may have noticed how particular we are in this store to keep each season's stock moving steadily. Things here cannot grow old; after a stock adjustment such as we've just had, any accumulations are hurried out with little regard to profit.

This means a constant activity in the stocks, and provides our customers with a continuous incentive to come here. To-morrow there will be many new things for them to see, and many things not so new, moving out under reduced prices. Look over this page carefully.

Attractively Priced New Spring Materials

New Crepe Shantung, 40 inches wide, a beautiful fabric that will wear well, big color range, including tan, brown, rose, sage, navy, myrtle, reseda, electric, etc., also ivory and black. Regularly \$1.35, Wednesday... 1.10

New Serge Dresses IN SMART STYLES, WEDNESDAY \$5.95

16, in all of advanced styles for spring; shades are black, navy or fine wool broadens of black or tan; smart styles, with pleated or flare skirts; bodice with coat and collar, and vest of organy; or a waist with wide girdle to give an empire effect; other new styles, with wide yoke, flare skirt and waist made with vest, collar and cuffs of Dresden. Usual \$7.50 to \$10.00 values. Wednesday \$5.95

Moire Petticoats \$1.50

New imported satin stripe moire, in black only; cut on new lines, giving ample width; flounce of knife pleating; lengths 36 to 42. Wednesday 1.50

Embroidered Net Waists

A splendid lot of rich waists, in ivory, ecru and black; both back and front openings; high and low necks, and long and short sleeves. Most of them are lined pure Jap silk. All sizes to 42 in the lot. Regularly \$1.95, \$2.95 and \$3.95. Wednesday... 98

Final Clearance of Little Girls' Winter Coats

No phone orders taken. Third Floor, south side. We are clearing the balance of our stock of Little Girls' Winter Ulsters and Coats; five handsome styles are offered; made from rich velvet cord, blanket cloth, heavy wide waist ulstering and costing serge, with velvet collars, large buttons, etc.; strictly best tailor made; colors are navy, cardinal, Copenhagen, grey and brown; sizes 2, 3, 4 and 5 years. Regularly \$3.00 to \$5.00 each. Wednesday 3.00 rush price, each... 1.50

Children's Sweater Coats

About 200 Heavy Sweater Coats, seconds of several styles; high or V neck; pockets; pearl buttons; colors navy, brown, grey, maroon, cardinal; heavy and warm; sizes for ages 2, 3, 4, 5, 6 years only. Wednesday 3.00 rush price, each... 35

HOSEIERY IN THE FEBRUARY SALE

The Canadian and British mills have supplied us with a marvelous sale stock of Hosiery. The prices are the best you will find for the quality; every one special. Make the benefit your own Wednesday. Many unadvertised specials besides:

Women's Fine Quality, English Make, Black Cashmere Hose; manufacturers' samples; extra fine quality; perfect finish; sizes 8 1/2 to 10. 40c value. Wednesday, Hosiery Sale... 25

Men's \$12 Black Melton Overcoats, \$7.95

Just 41 of these regular stock winter overcoats, made from English black melton, in the newest and best staple single-breasted, Chesterfield styles, with fly front, three-quarter length, finished with heavy twilled moiré linings and black velvet collar; good fitting and nicely 7.95 tailored. Sizes 34 to 42. Regularly \$12.00. To clear.....

Boys' Suits Wednesday \$2.95

275 smartly tailored suits, in single-breasted, yoke Norfolk styles, with box pants to belt and plain skirts. Full cut bloomer pants. Tweeds in blues and browns, with hairline stripes. Sizes 25 to 33. 8.30 a.m. special..... 2.95

Men's \$8 and \$10 Ulster Coats for \$4.95

85 Double-breasted Ulsters, with wide shawl and convertible collars and belted backs, Scotch tweeds in browns and greys; diagonal serge linings. Sizes 28 to 35. Wednesday..... 4.95

Men's Shir's

700 SHIRTS FOR SPORTSMEN. Hunters' and outdoor workmen, all Canadian made garments. Some have two pockets with safety flap; others are single pocket only; all have collar attached. Sizes from 14 1/2 to 17 1/2. Satin drills, heavy moiré, brown or black fleecé drills, khaki drill, etc. Heavy and medium weights. Regularly \$1.00, \$1.50 and \$2.00. Wednesday, each... 59

Men's Soft Hats

Fine imported felt; colors brown, tan, grey and navy; troopers and telescope crown shapes. Wednesday..... 75

Men's Soft Hats

Plain fronts, laundered cuffs; all sizes to 17. Hairline stripes and mid-shades; full sized. ... 69

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