

Telephone Main 7841

Store Opens 8:30 a.m.

Closes at 5:30 p.m.

Open All Day Saturday

Market Adel. 6100

The Fur Sale... From day to day, this great opportunity for you to secure your winter wardrobe at prices reduced far beyond ordinary...

The SIMPSON Company Robert Limited

A Man's Dinner... Here the Business Man may obtain a substantial meal in which the food is cooked to his liking and served daintily. A quiet, restful place in which to dine with comfort.

Pollyanna's Father's Shoes

Were Like the Victor Boot for Men, They Were Worn and Prized for Years

When Pollyanna (on the screen) rides jolting away from the old home, her valise falls out, tumbling an ancient pair of boots into the dust—her father's boots that he had worn and valued for years. That is the way with the Victor. A man gets so many years of service out of them, and likes them so much that he hates to discard them.

The Victor boot grows old along with the wearer. It conforms to the movements of his feet, makes travelling easy and stands up for years to the scuffing of traffic conditions on City pavements.

There is a quality that goes into the Victor which has rooted its popularity in masculine favor; a fineness of workmanship that turns the average man's mind to this Simpson boot whenever the question of footwear comes under attention. The price, you will note, is remarkably attractive when present values and prices are considered.

6301-2—Smooth Cordo Brown Calfskin. Recede last, with toecap—a young man's shoe. Goodyear welted soles, custom heels. Sizes 3 1/2 to 11. Price 12.00

6305-2—Smooth Finish Dark Brown Calf. Round toe last, blucher pattern, toecap, one-piece backs, with back strap—a business man's shoe. Goodyear welt soles—custom heels. Price 12.00

6307-2—Dark Brown Calf. Straight last, laced pattern, with toecap. Goodyear welt soles—the professional man's favorite. Sizes 5 to 11. Price 12.00



Simpson's—Second Floor.

Frocks and Gowns Reduced

Evening Frocks. Glistening satins, plain and changeable taffetas or floating tulle of exquisite pastel colors, chiefly orchid pinks, peaches and blues.

Afternoon and Informal Dinner Gowns of rich Charmeuse and Duchess satins, in a host of charming designs, featuring the much approved long bodice, and rich embroideries. Mostly navy.

All offering a money-saving opportunity that makes it worth being here sharp at 10.30 this morning. \$27.50 to \$52.50.

Simpson's—Third Floor.

Made-in-Britain Records

Songs and Entertainment Provided by the Best Old Country Talent

The British Isles throughout history have produced voices of rare sweetness and tone quality. To hear the old songs sung artistically and sympathetically it is advisable to listen to Old Country artists.

You will want these records, perhaps even before you hear them, for they will provide the best of entertainment. All are double-faced.

BY ANDERSON NICOL, SCOTCH TENOR, 90c. 120104—Memories Dear and Dear Ye by Athol. 120123—Oh Sing to Me the Old Scotch Songs and Hundred Pipers. 120150—Flora McDonald's Lament and Flowers of the Forest. 120107—Bonnie Dundee and There Was a Lad Born in Kyle.

BY ENGLISH BARITONES, 90c. 120045—Drake God West and Rolling Down the Rio—By Peter Dawson. 120048—A Farewell and Fiddle and I—By Ernest Pike. 120046—Little Mother—By Stewart Gardiner. 120047—British Cavalry March and Deathless Army—By James Osborne.

COMIC RECORDS, 90c. 120112—The Last Pub and Beau Bait Me on the See Saw—All Leighton, Florrie Ford. 120124—Always Be As Careful As You Can and Everybody Happy. 120152—Geordie and His Misadventure at the Skating Rink and Geordie at the Dentist's—By Eric Foster. 120150—Geordie the Framcar Conductor and Geordie the Polka—E. Foster. 120006—Glad All Die on a Military Man and The Bulldog's Bark—Harry Fry. 120702—Kangaroo Hop and It's Mine When You've Done With It—Edly Williams.

ENGLISH BAND RECORDS, 90c. 120325—British Regimental Marches—(Both sides)—By H. M. Coldstream Guards. 120121—A La Militaire and Popular Melodies—By Home Guards Band. 120117—Blue Jackets and Bulow March—By the Imperial Band.

CONCERTINA, BAG PIPE AND MELODEON RECORDS, 90c. 120111—Poppies and Impudence—Concertina. 120105—Imperial Cadets and Dances of the Fiddlers—Concertina. 120099—Pibroch O'Donald Dhu and Barro Rocks of Agha—By Bagpipes. 12140—Will Ye No Come Back Again and Battle of Killcrankie. 120150—And Hoop, Comin' Thro' the Rye and Up in the Mornin'—Early Melodeon. 120142—Speed Ye Plough and Flowers of Edinburgh—Melodeon.

Simpson's—Victoria Dept.—Sixth Floor.

Stunning Tailored Spring Hats

Have recently arrived in our French room. They bear the labels of such noted designers as De Marinis, Gage, Veandes and Warren, and are as smart as can be for wear with your new Tailleur.

Fine lisere and milan braids lacquered until they gleam are used in their making. Variety is one of the most attractive features of the collection.

Some have tiny little brims poking out here and there and big crowns banded with cord ribbon and caught with buttons.

One shoots out Dutch fashion over each ear and is trimmed with stiff flutings of ciré ribbon.

Others are rolled abruptly off the face and dashed with burnt goose.

Taffeta in crisp folds about the brim is used effectively on one model.

A sweep of waxed wing across the side, back of a navy lisere tam is striking, or three little waxed wings in a row ready to fly away from the crown of a turban in aztec (deep henna) Milan. Prices \$17.50 to \$35.00.

Simpson's—Second Floor.



The Daintiest of Lingerie

Beloved of Every Feminine Heart---In New Designs for a New Season Assembled for Milady's Choosing

"Sleeping or waking our surroundings have an effect on our subconscious minds," it is said. Then imagine how uplifted one would be in

A Filmy Nighty

in a very sheer white nainsook, with a deep all-round yoke fashioned of Val lace insertions and inset with embroidered organdie medallions. A cunning pink bow is caught at the bust, while Val lace edging graces the envelope hem. Special value at 4.25

Perfect Pajamas

You will say so when you see them—of flesh wool satin, with Empire top, V-shaped and caught on each shoulder with bits of blue ribbon. Frilly ankies and dainty hemstitchings are pretty features. Price 22.50

For Pink Wash Satin

grows in favor with each season. We are showing dozens of bewitching nighties and chemises—one chemise is particularly boasting many rows of shirring beneath its lovely yoke of alternate blue embroidered georgette and finest Val lace. Price 9.95

A New Knicker Combination

with deep yoke of fine Val lace, wee sleevelets, all ruffles of lace, and an Empire waistline run with pink ribbons. A new touch is seen in the lace insertions running from under arm to the hem, where it breaks into ripply cascades of ruffles. Price, \$12.50. Chemise to match, \$7.75.

Simpson's—Third Floor.



Splendour in Kimono Silks

Awaits Your Vision in the Wonderful Array Prepared for Discriminating Feminine Purchasers

The importance of her boudoir gown milady must recognize to a greater extent this season than ever before if she wishes to follow where fashion points the way. For the splendour of the fabrics, made expressly for its fashioning, alone prophesies the prominent place it is destined to have in the fashionable toilette.

Gorgeous in a wealth of coloring—of that rich and heavy quality one expects to find in the best dress fabrics—and printed in designs beautiful beyond description—these glorious new silks come as a revelation even to those acquainted with the loveliest kimono materials of former seasons.

The Charm of "Princess Satin"

lies particularly in the novelty of its patterns—gay peacock feathers, large floral designs or green vines trailing across rich backgrounds of old rose, sand, taupe, jay blue, royal blue, gold, gray or orchid. Priced yard, \$3.50 and \$4.00.

Soft Florentine Silks

with golden butterflies among a profusion of colors remind one vividly of the land where kimonos found their birth. Supple qualities that lend themselves admirably to graceful draperies. Priced, yard 2.50

Printed Wash Satins

What a satisfaction to possess a negligee of lustrous satin in bright colored designs and always to have the assurance that it will launder perfectly! You may choose from two designs and six shades. Priced, yard 3.50

Sweet Briar Pussy Willow Silks

In design hint somewhat of the Oriental, while the colors are as gorgeous and as numerous as in the old-time "Paisley" handkerchief. There's a beauty about them as elusively lovely as the name by which they are called. Priced, yard 4.00

Patterned Ninghai Silks

Combine beauty and practicality remarkably well, for they come in gay colors that do not object to any number of tubings. Smart conventional or floral designs. Priced, yard, 2.50

Simpson's—Second Floor.



Are You a U.C.C. Boy?

If so, you will want this excellent record of your Alma Mater. Compiled and edited by George Dickson, M.A., and G. Mercer Adam. A history of Upper Canada College. Special price 1.75

Book Dept.—Main Floor.

Sport and Dress Coats

With Such Attractive Features as Narrow Belts, Broad Collars and Huge Pockets

Coats of Tawny Polo Cloth in snappy finger tip or knee lengths for the many occasions of spring and summer.

Their sportsmanlike air, entranced by trimmings of leather or high collars of Sports angora wool.

Very Smart Styles of grace and beauty in gabardines, velour de laine, gold tip and tricotine, with narrow belts and broad collar and immense pockets.

Beautiful models of Evora Lustrola, toile de laine or silk bolivia, built on long wrap lines and decorated with huge shaded buttons. Fawns and browns and tans and softest blues are predominating shades, with here and there a high shade or a novel check. Prices range all the way from \$19.75 to \$125.00.

Simpson's—Third Floor.

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