

STORE OPENS 8:30 a.m.
CLOSES 5:30 p.m.

The Robert **SIMPSON** Company Limited

TELEPHONE MAIN 7841
MARKET ADEL. 6100



An Overcoat Worth While

All Wool Materials to Face Hard Weather

With the snow creaking under foot, and most likely swirling violently into one's eyes and neck as he waits for the street car, a husky overcoat is surveyed by its owner with tender regard. It means a lot to him on such occasions.

Especially, too, if it is well designed and built with a little distinction. Here is a Simpson standard.

Men's Ulsters at \$38.00

All-wool plain dark gray frieze and chevots.

Double-breasted Ulster model, with convertible storm collar, regular pockets with flap, 1/2-belted back, fancy plaid worsted lining. Sizes 36 to 44 **38.00**

In the matter of a suit it is advisable to get into touch with our Men's Clothing Department. There are offers here that a man might regret he had missed. Here, too, workmanship is guaranteed satisfactory.

Men's Suits at \$35.00

In medium plain gray pick-in-pick worsted Single-breasted, 3-button, soft roll, semi-fitted sacque model.

Trousers have 5 pockets, belt loops, cuff or plain bottom. Sizes 36 to 44 **35.00**
Simpson's—Main Floor.

Going South?

Wardrobe Trunks

Hard vulcanized fibre bound wardrobe trunk. Lift top, combination hat box, laundry bag, etc. Art chintz lining complete, and most attractive sizes.

Steamer, 14" x 21" x 40" **39.50**
Tourist, 18" x 21" x 40" **43.50**

Club Bags

Select stock heavy grade cowhide Club Bags, leather-lined, sewn-in frame, double high handles, reinforced corners. Brown, black and tan.

Size 18" **30.50**
Size 20" **31.50**
Simpson's—Sixth Floor.

Velvets in All Colors

Merely to view this arrangement is delightful. You will note, however, that the colors are of the mode and the prices attractive. A profitable opportunity.

FRENCH CHIFFON VELVETS. Silky pile in radiant tones of sapphire, Alice blue, Queen's purple, mid gray, smoke, brown, putty, beaver, burgundy, mulberry, wine, silver, paddy, rose, ivory and pink. Specially priced at, yard, **8.50**

BLACK PEBBLE-BACK SATIN CHARM-EUSE. Ultra-fashionable for dressy frocks. Extra quality. 40 inches wide. Offered today, at, yard **6.50**

BLACK SATIN LUNETTE. A new, bright-finish satin. Very popular for evening wear. Deep raven-black dye. 46 inches wide. Yard, **4.50**

BLACK AND NAVY CHIFFON TAFFETAS. Swiss makes in soft, lustrous finishes. Three shades of navy and midnight blue, also raven black. 36 inches wide. Yard **4.50**

COLORED DUCHESSE DRESS SATINS. A new shipment just received. More than a score of the newest evening shades, as well as the fashionable street colors. 38 inches wide. Specially priced at, yard **3.50**

KHAKI KOOL. Favored oyster white shade. Washable and excellent for wear. 40 inches wide. Yard **4.50**
Simpson's—Second Floor.

A Chesterfield to Lounge in

Constitutes one of the greatest luxuries imaginable on these cold January evenings. Whether it be a capacious big chesterfield itself, or one of the generously cut chairs of the same name, a maximum of comfort is possible.

They Are Made to Order

Our Drapery Department specializes in making cosy arm chairs and big roomy chesterfields to order. Today there will be a special display of finished examples in newest styles, made in our own factory, by experts.

If you do not see a tapestry covering that you like, we will be glad to make the furniture for you and cover it with your own selection of tapestry.

Upholstered Arm Chairs, made to order, from... **59.00**
Upholstered Chesterfields, made to order, from... **185.00**

You are invited to accept this opportunity of leisurely looking over our workmanship, and making your choice.

Simpson's—Fourth Floor.



Clothing for the Boy

Drawing Attention to Special Small Boy Opportunities

Anything that depreciates the cost of wear and tear on a boy's clothing will stir the interest of his mother. Logically, if a suit is covered, it will be protected, and that is the idea of Coveralls for small boys. Every mother should have a pair for the little lad.

A Suit Over All

The most economical and most serviceable children's garments made. A labor-saver for the mother. Protects clothes and stockings. A combination one-piece overall with long sleeves and long legs. Neatly tailored and strongly made.

Blue Chambray, at **1.50**
Khaki, tan, blue and white stripe and gray pincheck, at. . **1.75**
Sizes 2 to 6 years.

The Natty Sailor Suit

Custom long since ordained this garb for small boys. Appearance, durability and naval suggestion all figured in the choice. Simpson's Boys' Clothing Department, Second Floor, emphasizes quality in these garments.

Regulation Naval Sailor Suits in all-wool Irish serge. Extra detachable wash collar, cord and whistle and sailor bow at neck. Sizes 4 to 10 years, with short pants **14.00**

Extra long pants to match **4.50**

Boys' Tweed Bloomers

Roomy designs, in hard-wearing wool and cotton mixed tweeds. Good texture, reinforced seams, winter weight. Belt loops, extra catching and governor fasteners.

Sizes 26 to 30 **4.00** Sizes 31 to 35 **4.25**

Simpson's—Second Floor.

Good Things to Eat

Somehow you want to go again, once you have lunched in Simpson's Palm Room.

Perhaps it's the delicious food you get there, or the courteous service, or the bright "homelike" environment that appeals, or the fact that there you get such a happy combination of these three elements so important in making your lunch a satisfactory one. Luncheon served 11:30 to 2:30.

The Self-Service Lunch Room increases in popularity with those desiring quick service at noon.

Simpson's—Sixth Floor.

Concerning Cosy Home Furniture

And Especially Our Facilities for Assisting You in This Regard

Renew the Old Chair's Youth

There is in every household an old divan or chair which has served long and well, but which shows the marks of hard experience in its upholstery. The scuffling feet of children, the excitement of "parties" and usage have worn heavily on it. Why not have us re-upholster it for you?

This service saves you any trouble. On your phone message, our representative will call, survey your requirements and present an estimate of what the work would cost.

On either single pieces or on suites of furniture, estimates and advice will be freely proffered.

We employ only highly qualified upholsterers and can guarantee perfect satisfaction in materials and workmanship.

Simpson's—Fourth Floor.

Bedroom Paper, 18c Single Roll Cut-Out Borders, 7c Yard

Nice floral striped design, printed with three different arrangements of colorings, on light colored backgrounds. Today, single roll **.18**

Border, yard **.7**
Simpson's—Sixth Floor.

Light for 6 Rooms \$29.50

The advantage of this offer is that the whole contract is placed satisfactorily from the standpoint of economy, reliability and satisfaction in the equipment. You have no bother over details.

11 pieces. A fixture for every room in a six-room house, including halls, cellar and veranda.

Fixtures substantially made and well-finished in brush brass. Shades tinted, except upper hall, bathroom and veranda.

Installed free within city limits.

Inspection fee extra.

Insulation joints, if needed, free.

Lamps, 25 and 40-watt, grade A, 30c each, extra.

Simpson's—Sixth Floor.

SIMPSON

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QUEEN ST. W. E.
Twelve foot long
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