

Simpson's Mid-Winter Sale

Starting Friday, January 2nd, 1920, at 8:30 a.m.

Like a great ship poised on the stays, waiting the push of the releasing button to launch forth, the Simpson Store, laden with a tremendous cargo of merchandise and commodities, waits the 8.30 a. m. stroke tomorrow. When the doors are opened at that hour, the Store will launch forth into the Annual Mid-winter Sale, and all this cargo will be thrown into a clearaway at reduced prices.

This event has been looked forward to expectantly by the buying public. It is an opportunity which will knock loudly on the doors of householders in Toronto and vicinity. It presents to men, women and children, the means of satisfying their needs at minimum expense, and of providing against future contingency.

No woman will fail to appreciate what the Midwinter Sale offers. Linens, gowns, notions, footwear, furnishings---now is the time when wishes in any of these cases can be made to come true with little expense.

From the man's standpoint, it is an occasion which should receive special attention. There will be clothing values here, difficult if not impossible to duplicate at another time. Suits, overcoats, haberdashery will be offered at appealing prices.

Sturdy Suits for Boys \$5.85

Mothers of growing boys today will realize the advisability of outfitting them in the sturdy cottonade suits that are built for durability. Grays and brown, checks, overcheck and stripes in seasonable shades. Belter model with bloomers having government fasteners. Sizes 7 to 11 years. Midwinter Sale Friday . 5.85

Boys' Gray Nap Reefers \$6.95

40 only in this lot of serviceable and dressy dark gray nap reefers marked specially low for quick clearance. Designed in regulation juvenile model with velvet collar, brass buttons and red flannel lining. Sizes 3 to 9 years. Regularly \$11.50 and \$12.50. Midwinter Sale Friday 6.95

The Midwinter Sale Offers Unusual Opportunities in Suit and Overcoat Values for Boys

45 nobby all-wool cheviot and tweed Overcoats, gray and brown checks and heather mixtures, attractive in appearance and possessing excellent wearing qualities. Belter model with convertible and vertical pockets. Sizes 31 to 34 only. Regularly \$21.00 to \$25.00. Midwinter Sale, Friday 16.45

175 Junior Corduroy Suits \$2.95

Mothers! Here are big values in little chaps' corduroy suits. Smartly styled in Norfolk model with short knee length pants, neat in pattern, durable and washable. Sizes 3 to 8 years. Regularly sold at \$7.00. Midwinter Sale, Friday 2.95

Simpson's—Main Floor.

Suits Made to Your Order \$39.75

The ninety-five men who secure the ninety-five suits advertised herewith, will be fortunate indeed. Made to measure of excellent materials---satisfaction guaranteed, and priced at \$39.75. A rare offer whereby one can secure a well-fitting seasonable suit tailored to conform carefully to his style and figure.

Tweeds and Worsteds

Only 95 suit lengths to select from, including fine English and Scotch tweeds and a few fancy worsteds. Mostly individual suit lengths which were imported specially for our custom tailoring trade. In the lot are a number of the ever-popular Bannockburn Scotch tweeds in various shades. These suits we have been selling regular all season at \$50.00, \$55.00, \$60.00 and \$65.00, but to make room for new spring goods, we will make up your choice to your order from measurements taken on Friday or Saturday for 39.75
Fit and workmanship guaranteed satisfactory or your money refunded.



The . **SIMPSON** Company
Robert Limited
Wishes You
A Happy and Prosperous New Year

