

Simpson's Midwinter Sale

1898--Twenty-First Anniversary, Coming of Age Year--1919

Woolen Skating Sets--Sale
In Three Departments at Three Low Prices
Sweater Department, Third Floor..... \$1.95, \$2.95
Millinery Department, Second Floor..... 95c, \$1.95, \$2.95
Veiling Department, Main Floor..... 95c, \$1.95, \$2.95

Beautiful Brushed Wool Cap and Scarf Sets at three greatly reduced prices, many less than half price.

A host of plain colors, plaids and Roman stripes. Some 60-inch scarfs in the lot. On sale at three prices, in each of above three departments. Today, 95c, \$1.95 and \$2.95.
Simpson's--Main, Second and Third Floors.



REGINA MAIL ORDER BUILDING

TORONTO STORE

TORONTO MAIL ORDER BUILDING

Men's Sweater Coats
at \$3.79
The \$6.00 Kind

Fancy stitch--high, close fitting storm collar. Two pockets. Colors are grey, grey with navy, grey with cardinal, grey with royal trimming. All sizes. Regularly \$6.00. Midwinter Sale price, today, \$3.79.

Silk Crepe Waists---Half-Price

Practical, attractive waists in navy, grey, olive and lavender, with contrasting candy stripes. Plain tailored styles with long roll collar. Sizes 34 to 42. Regularly \$3.95. Today, \$1.98.
Simpson's--Third Floor.

Women's Quilted Silk Jackets \$2.95
For house wear or for a bed jacket, long enough to cover the hips. Long sleeves. Pure silk in shades of pink, sky, rose and cardinal. Sizes 36 to 44. \$3.95 and \$4.95 qualities. Today, \$2.95.
Simpson's--Third Floor.

MEN'S Black Stiff Hats at \$1.45

Regularly \$2.00 and \$2.50 Kinds.

Stylish, full and tapered crowns, with medium curl brims. Today, \$1.45.

Winter Caps at 85c--Regularly \$1.25 and \$1.50--Made from heavy weight overcoating. Today, 85c.

YOUTHS' First Long Trousler Suits \$15

Suits of medium grey English tweed, with stripe pattern. Trench model with all-around belt--military patch pockets with flaps. 5-button vest--narrow trousers. Sizes 32 to 36. Today, \$15.00.
Simpson's--Main Floor.

MEN'S Trousers

Dark grey worsted trousers with neat stripe effects. Sizes 32 to 44. \$4.50.
Whipcord Trousers. Dark grey. Sizes 32 to 44. \$5.50.
Navy Blue Worsteds Trousers. Sizes 31 to 44. \$7.50.

BOYS' Overcoats at \$11.95

Regularly \$14.00, \$15.50, \$18.50, \$22.00, \$24.00. Sizes 30 to 35.
Materials are chinchillas, whiteheads and tweeds. Colors greys, browns, blues, in plain patterns, checks and over-check effects.
Models, trench, slip-on and form-fitting. Some are made with convertible collars, others have velvet collars. Some are lined through-out--others are quarter-lined only.
Sizes 12 to 17 years. Today, Midwinter Sale price, \$11.95.
Simpson's--Main Floor.

10 a.m. Sale Today--Women's Fur-Trimmed Coats at \$25.00

A Sensational Offering of Regular \$45.00 to \$85.00 Models--No Exchanges, No Refunds, No C.O.D.'s

Rich pompoms, wool velours and fancy tweeds with collars and trimmings of near seal, coon, badger and opossum. Mostly lined throughout. 65 coats. Sizes 34 to 40. Sale starts sharp at 10 a.m. Wise women will be here on the minute. Regularly \$45.00 to \$85.00. Today, only \$25.00.

Women's \$27.50 to \$37.50 Plush Coats at \$19.50

For Those Who Can Wear Sizes 34, 36 or 38

Remarkable value in Salts' rich plush coats. Assorted styles, many silk lined. Regularly \$27.50 to \$37.50. No exchanges, no refunds, no C.O.D.'s. 8.30 a.m., \$19.50.



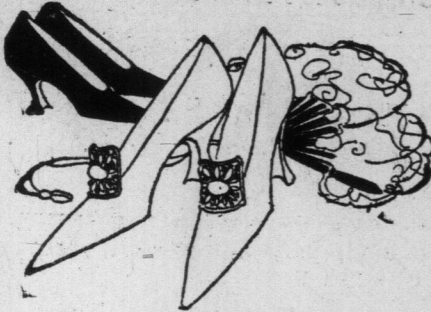
Girls' \$5.00 Wash Dresses Today \$2.95

Voile frocks in mull colored plaids, stripes, dotted and flowered designs. Sizes 6 to 14 years. No exchanges, no refunds, no C.O.D.'s. Today \$2.95.
Simpson's--Third Floor.

Angorina Fluffed Cotton 15c Ball

For scarf, tams, collars, etc. Gray, pale blue, French blue, rose, green and others. Special, per ball, 15c.
Pin Cushion, top and back stamped on cream scrim for colored embroidery. Size 3 x 8. Special 10c.
Art Needlework Dept.--Fourth Floor.

Timely Reductions on Evening Slippers for Women and Misses



Several styles of our evening slippers that have become broken in sizes, will be closed out at savings of \$2.00 to \$5.00.
Laird-Schober Slippers, all patent kid, plain throat and patent pump. Turn soles, Spanish wood covered heels. Regularly \$10.00. Large sizes only. Today, \$7.75.
Queen Quality Slippers, all kid and patent fancy beaded pump. White kid lined, turned sole, wood covered heel. Sizes 2 1/2 to 5. Regularly \$8.00. Today, \$5.95.
Fancy Beaded Strap Slippers, of fine patent colt leather. Eight beaded in-step straps. Turn soles, covered heels. Regularly \$5.00. Today, \$3.95.
Laird-Schober Slippers, brown kid, Dumay pump, with suede collar, hand-turned sole, covered wood heel. Sizes 2 1/2 to 7. Regularly \$15.00. Today, \$9.95.
White Kid or Calf Slippers, square tongue pump, turn sole and covered heel. Long plain toe. Broken sizes. Regularly \$8.00. Today, \$5.95.
New Paris Pumps, all kid, neatly perforated around top. Perfect fitting, kid lined, turn sole. Wood covered heel. Widths A to D. Today, \$6.00.
Same style in all patent. Per pair, \$6.00.
Men's Victor Boots, \$8.00--Brown and gunmetal leathers, straight lace styles, with guaranteed Tenax soles. Widths C and D. Sizes 5 1/2 to 10. Gunmetal, per pair, \$6.00. Brown, per pair, \$6.50.
Simpson's Special Boots for Men, \$6.00--Gunmetal calf, blucher or button style, dull calf upper, full round toe, heavy Goodyear welt sole, low heel. Sizes 6 to 11. Today, \$4.00.
Simpson's--Second Floor.

Children's 65c Cashmere Stockings at 50c a Pair

White cashmere with one-and-one ribbed leg and plain foot. Sizes 6 to 7 1/2. Regularly 65c. Today, 8.30 a.m., 50c.
Men's "Hanson" Gray All-Wool Socks, of extra heavy weight. Ribbed leg and plain foot, \$1.10 value. Today, 85c.
Women's Dark Brown Cashmere Stockings, medium weight, seamless finish. Regularly \$1.50. Today, \$1.25.
Simpson's--Main Floor.

The SIMPSON Company Limited

Women's \$27.50 Serge Dresses \$16.95

Excellent quality wool serge, smart tailored designs, braid or button trimmed. Colors, navy, brown, wine, green or black. No exchanges, no refunds, no C.O.D.'s. Today, special, \$16.95.
Simpson's--Third Floor.

Extra! Women's Silk Skirts, Today \$12.95

Taffetas, satins and charmeuse in navy, grey, brown, taupe and black. Many chic, dressy and tailored styles. No exchanges, no refunds, no C.O.D.'s. Extra special value, today, \$12.95.
Simpson's--Third Floor.

Misses' New Serge Dresses \$13.95--Marvellous Values!

Only a very special purchase could make this low price possible for such smart frocks. Made from excellent quality serge, with pleated skirt, prettily embroidered bodice and white silk poplin collars and cuffs. Leading shades. No exchanges, no refunds, no C.O.D.'s. Today, 8.30 a.m., \$13.95.

Special Values in Misses' Velour Coats \$25.00

Snappy styles in good quality material. Novelty collars, belts and pockets, half-lining. Colors, navy, brown, green and taupe. Low price, \$25.00.

Simpson Quality Black Dress Fabrics 2.50 yd.

All-Wool Black Santos--Fine weaves. 42 inches wide. Less than today's cost. Today, yard, \$2.50.
Black Silk and Wool Poplin, in plain or crepe cord. 40 in. wide. Yard, \$2.50.
Black Silk Paille Bengaline--One of our best makes. Shimmering finish. 40 in. wide. Yard, \$3.50.
Silk Chiffon Bouillonne, in fine French finish. Very durable. 40 and 42 inches wide. Less than today's cost. Yard, \$1.50.
Simpson's--Second Floor.

Silks, Crepes and Velveteens

Black Dress Satins, Peau de Soies and Silk Taffetas reduced from \$2.79, to go on sale today at, yard, \$2.55.
Colored Crepe de Chine--Less than today's wholesale price. Splendid color ranges in pastel and dark street tones. Quantities of Ivory and pinks. Today, yard, \$1.55.
Pink Silk Habutails--36 inches wide. Regularly \$1.25. Today's selling price, per yard, \$1.00.
Pink and Ivory Wash Satins--36 inches wide. Today, yard \$1.95, \$2.24 and \$2.50.
27-inch Black Chiffon Velveteen--Simpson's fast plaid--"Worral's dye"--"raven" black. Regularly \$2.00. Today, yard, \$1.69.
Simpson's--Second Floor.

Sale Specials in Wash Goods

White Mull Mill Ends--Lengths of one to five yards, 40 inches wide. For underwear, night wear, waists, slips, etc. Today special, yard, 19c.
Extra Heavy Indian Head--Of a quality not often seen these days. 27 inches wide. Regularly 50c. Today, yard, 35c.
The Registered Near Linen, with the wearing qualities and appearance of real linen. 36 inches wide. Today, yard, 50c.
26-inch Cotton Diaper--Antiseptic and absorbent. Ten yards to a piece. Regularly \$2.95. Today, pair, \$2.47.
Fine Needle Mull--32 inches wide. A highly mercerized quality for dainty lingerie, children's garments. Regularly 50c. A limited quantity on sale today, yard, 29c.
White Flaxon Waistings, with neat corded stripes. 31 inches wide. Regularly 50c. Today, yard, 31c.
Simpson's--Second Floor.

Children's Garments

Children's White Flannellette Petticoats with attached waist of self. Deep scalloped flounce. Sizes 2 to 6 years. Regularly 89c. Today, 66c.
Children's "Harvey" Brand Knickers, of closely ribbed white combed cotton. Slightly flared inside. Best quality elastic. Sizes 2 to 6 years. 89c; sizes 7 to 14 years, \$1.15.
Infants' White Wool Sweater Coats--Splendid heavy weight, one and one rib. Sizes 6 to 18 months. Today, special, \$1.49.
Infants' Long Skirts of fine white nainsook--Gerrude style. Deep hem and pintucks. Length 20 inches. Today, 95c.
Girls' Dresses of fine cashmere (wool union), in rich shades of brown or cardinal. Empire style with full skirt gathered to smocked yoke. Lined waist and sleeves. White corded silk collar. Sizes 2 to 5 years. Today, \$1.95.
Simpson's--Third Floor.

Kerchiefs

Children's White Lawn Handkerchiefs, with narrow hemstitched-hems. Today, 6 for 19c.
Children's Colored Border White Lawn Handkerchiefs, Today, 6 for 19c.
Women's Initial Lawn Handkerchiefs, with touch of color. Today, 3 for 39c.
Embroideries 10c Yard
Longcloth, Swiss and cambric edgings, 1 1/2 to 2 inches wide. Blind buttonhole designs, also floral and beading edges. Special value, Today, 3 for 19c.
Camsie Embroideries, 17 inches wide, 1/2-inch beading. Today, 23c.
Knitted Scarfs, 29c
Mercerized Knitted Scarfs, 27 and 36 inches long. In colors white or rose only. Splendid school muffler, 50c value. Today, 29c.
White Flannellette Flouncing, 3 inches wide, trimmed with narrow torchon lace. Today, yard, 10c.
Simpson's--Main Floor.

Basement

Wear-Ever Aluminum Wind-sock Kettles, \$1.98--Five quart size, with aluminum cover, an excellent kettle for pot roasts, potatoes or preserving. \$2.70 value. Today, \$1.98.
1,000 Wear-Ever Aluminum Stew Pans, 5c Each--One-qt. size, to be sold as samples of this high-grade ware today at less than half regular price. Today, 2-qt. size, today \$1.95; 5-qt. size, Today, \$2.95.
Aluminum Covered Roasters, 10 1/2-inch diameter. Today, \$1.95.
Simpson's--Basement.

Rugs--a Sale

Scotch Wool Rugs, about a dozen of each size, reversible rugs in attractive small designs in shades of blue, rose and green.
Regular Sale Price.
9.0 x 12.0... \$24.00... \$20.95
9.0 x 10.0... \$21.00... \$18.95
7.6 x 9.0... \$15.00... \$12.95
7.6 x 9.0... \$15.00... \$12.95
Handsome Heavy Wilton Rugs, \$44.00--Rich oriental colors. Up-to-date designs. Size 6.9 x 9.0, at \$44.50.
7c Oilcloth, at 60c Yard--2,000 yards of well-seasoned oilcloth, two designs only, floral effects. Regularly 72c square yard. Special, square yard, 49c.
Simpson's--Fourth Floor.

China Department

Phone Your Order.
\$1.25 Three-claw-footed Fern Pots, 79c--Lion's head ring handles, red earthenware lining, dull brass finish. Today, special, each, 79c.
\$1.50 Jardinieres, at 98c--Three-ball, fauted, dull brass finished Jardinieres, 5-inch size. Today, each, 98c.
Simpson's--Basement.

Victor Records
Scotch and English

Made in England by Old Country Singers and Instrumentalists.

Double Records at 90c

- 120139 O Sing to Me the Auld Scotch Songs and Hundred Pipers.
 - 120061 Yeomen of England and Veteran's Song.
 - 120178 Bonnie Banks of Loch Lomond and Jessie Dear.
 - 120701 Wait Till I'm as Old as Father and Where Does Daddy Go?
 - 120176 Land of the Leal and Willie's Gone to Melville Castle.
 - 120256 British Cavalry March and The Deathless Army.
 - 120180 Flora McDonald's Lament and Flowers of the Forest.
 - 120138 My Heart is Sair for Somebody and Callin' Herrin.
 - 120188 A May Morning and Come Sing to Me.
 - 120055 Chorus Gentiemen and Stonecracker John.
 - ENGLISH CONCERTINA RECORDS.
 - 120718 Hornpipe Medley and Silver Heels.
 - 120717 Impudence and Popples.
 - 120719 Merry Widow Waltz and Estudantina Waltz.
 - 120720 Darkies' Holiday and Charlestown Parade.
 - SCOTCH BAGPIPE RECORDS.
 - 67845 Hundred Pipers and Nell Gow Medley.
 - 17408 Highland Laddie and 79th Highlanders' Farewell.
 - 67844 Highland Fling and March Past of the Cameron Highlanders.
- We deliver records. Phone Main 7841.
Simpson's--Victoria Dept. 6th Floor.

Note Paper, 25c

Package containing 102 sheets, fine linen finish note paper, 25c. Envelopes (25 in packet) to match, 8c.

The Twentieth Plane

A psychic revelation, by Albert Durrant Watson, \$2.00.

Book Dept., Main Floor, Phone Main 7841.

Clearance Women's \$1.25 and \$1.50 Camisoles at 79c

A wonderful assortment in Jap silk and crepe de chine. Some with yokes of lace--others in plain style, with lace medallions. Regularly \$1.25 and \$1.50. Special today, 79c.

Women's Fine Nainso. Drawers, in wide umbrela style. Swiss embroidery or lace trimmed, or in novelty design. Regularly \$1.25. Today 95c.

Women's Corset Covers, made of strong white cotton. Several designs, with deep yokes of Swiss embroidery or lace. Today, special, 49c.

Women's White Cotton Nightgowns, in six pretty slip-over styles. Good wearing white cotton. Regularly \$1.25 and \$1.50. Today 83c.

Women's Pink Batiste Envelope Chemise, with yokes of washable-satin and Val lace insertions. Excellent value today, \$1.49.

Women's Fleece-Lined Vests and Drawers, made of heavy winter weight cotton. Vests have high neck and long sleeves. Drawers are ankle length. Today, special, garment, 88c.

Extra! Women's High-Class Combinations, \$2.95
Fine ribbed cotton and wool mixture. High, low or Dutch neck--short or elbow sleeves. Ankle-length drawers, some New Mode style. Today \$2.95.

1,000 Pairs Women's Corsets, Special at \$1.19
New models, made of excellent quality white coutil. Low bust, deep unboned skirt. Sizes 19 to 26. Marvellous value. Today \$1.19.
Simpson's--Third Floor.

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