

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

Simpson's Midwinter Sale

Today---Women's Queen Quality Boots Half Price! \$2.00 to \$5.00

They're Stylish Patent Leather and Kid Boots From Our Regular Stocks---Big Choice of Sizes



What an opportunity! Almost our entire stock of "Queen Quality" patent leather boots and wanted styles in kid boots offered at just half regular. Not all sizes in each line, but a good assortment of sizes in the lot. Shop at 8.30 a.m. sharp for best choice. No phone, mail or C.O.D. orders on sale footwear. No exchanges or refunds. Note the many styles and half prices, as follows:

\$8.00 Boots at \$4.00

Queen Quality Patent Leather Boots, dull button top, Cuban heel. Reg. \$8.00. Today, \$4.00.

\$10.00 Boots at \$5.00

Blue Kid Boots, St. Regis, long plain toe last, and Spanish leather heel; 9-inch kid top, with blind eyelets and white kid facings. Widths AA to D. Regularly \$10.00. Today, \$5.00.

\$5.00 Boots at \$2.50

Queen Quality Boots, seven styles in patent leather. Cloth or kid top, lace or button. Regularly \$5.00. Today, \$2.50.

\$6.00 Boots at \$3.00

Queen Quality Patent Colt Boots. Black cloth tops, plain vamp and welt soles. Regularly \$6.00. Today, \$3.00.

\$6.00 Boots at \$3.00

Queen Quality Black Kid Button Boots. Dull kid tops, Louis heel. Regularly \$6.00. Today, \$3.00.

\$4.75 Boots at \$2.35

Queen Quality Button Boots. Patent leather, with kid and cloth top. Cuban heel. Light weight sole. Regularly \$4.75. Today, \$2.35.

\$7.00 Boots at \$3.50

Queen Quality Black Kid Boots. Button and lace. Black cloth tops. Military heel. Regularly \$7.00. Today, \$3.50.

\$4.00 Boots at \$2.00

Women's Countess Brand, patent leather boots. Button and lace. Dull kid tops, high heels. Regularly \$4.00. Today, \$2.00.

MEN'S Winter Boots \$4.75

Of best brown elk leathers. Full bellows tongue. Extra heavy sole to heel. Sizes 8 to 11. Today, special, \$4.75.

RUBBERS! RUBBERS! FOR MEN, WOMEN AND CHILDREN

For Girls---City weight black rubbers. Sizes 4 to 10 1/2, 65c; 11 to 2, 75c.
For Women---City weight, black, plain croquet rubbers, 89c. Feather weight, black, croquet rubbers, 89c. Feather weight, footloose strap sandal, 79c.
For Men---Heavy 1-buckle overshoe, waterproof, \$2.39. City weight,

jersey cloth, storm rubbers, \$1.39. Plain covers, corrugated soles, \$1.29. City weight, plain rubbers, self-acting back, \$1.29.
For Boys---Plain rubbers, heavy soles. Sizes 11 to 13, 89c, and 1 to 5, 89c.

Simpson's---Second Floor.

95c Pillow Cotton 69c Yd.---Flannelette 43c Yd.---75c Sheeting 55c Yd.---Other Specials---4th Floor

95c Pillow Cotton at 69c Yard
Horrocks' Circular Pillow Cotton. 45 inches wide, slightly soiled. 600 yards to clear. Today, yard, 69c.

75c Sheeting Clearing at 55c Yard
Bleached. Plain, good heavy quality. 800 yards to clear. 70 inches wide. Today, yard, 55c.

DOWN-FILLED COMFORTERS, \$10.95---Size 72 x

72 inches. Pretty colorings. Special, today, \$10.95.

Extra Special Flannelette, 43c Yard
Horrocks' quality. Big range of stripes. Suitable for shirts, pyjamas, etc. 36 in. wide. Clearing today, yard, 43c.

\$2.00 Towels Clearing, \$1.45 Pair
White Turkish quality---large size. Hemstitched. Today, pair, \$1.45.

\$17.50 Traveling Rugs at \$12.95

All-wool Donegal---navy and grey with red plaid. Size 60 in. x 76 in. Heavy wool fringe. Only 48 in the lot. Today, special, \$12.95.

SANITARY COMFORTERS OR COUCH THROWS, \$3.95 to \$10.50.

Simpson's---Fourth Floor.

Women's \$25.00 to \$30.00 Coats at \$18.75

50 coats---velours, beavers, pompoms and chevrons, in colors navy, taupe, green and burgundy. Regularly \$25.00 to \$30.00. No exchanges, no refunds, no C.O.D.'s. Today, \$18.75.

Women's New York Dresses, \$22.50

50 high-grade wool serges, satins and taffetas from regular stock. Originally priced at \$35.00. Offering a splendid assortment of street, business and dressy styles. No exchanges, no refunds, no C.O.D.'s. Wonderful value, today, \$22.50.

Women's Silk Skirts at \$11.50

Numerous styles, as attractive as they are moderately priced. Developed in soft taffets or lustrous satins and charmeuse. Plain, pleated and gathered models, with large novelty pockets, broad girdles and sashes. Colors navy, taupe, grey, brown and black. Today, \$11.50.

Misses' Better Grade Serge Frocks, \$25.00

Strikingly tailored from fine men's wear serge, in black or navy. Featuring the highly popular trimmings of military braid---the tailored smartness accentuated by many chic little buttons. Excellent value at \$25.00.

Misses' Tailored Skirts, \$9.00

Developed from fine wool serge, in navy, brown or black. Novelty pockets, trim little belts and pearl button trimmings. You will appreciate their smartness and splendid value at \$9.00.

Girls' \$1.49 Wash Dresses, 89c

50 Frocks---fashioned from fine flowered voiles. Chic empire styles, with double skirt and pearl button trimmed waist. Colors blue, green, grey. No exchanges, no refunds, no C.O.D.'s. Simply marvelous value today at 89c.

Infants' and Children's Wear

Children's Velour Hip Garters---Splendid quality velour, in sand, navy or brown shades. Elastic insert at waist. Sizes 3 to 6 years. No phone or mail orders. Regularly \$3.25. Extra value, \$1.95.

Infants' Kid Boots and Shoes in a Rush Clearance---Soft white kid, hard and soft sole styles. Daintily embroidered. Sizes 1, 2 and 3 in the lot. No phone or mail orders. Regularly \$1.15 and \$1.25. Today, 89c.

Children's Gingham Creepers---In dark blue checks or stripes. Full 1 and 2-year sizes. Less than cost today, 49c.

Simpson's---Third Floor.

Habutai Silk Waists \$3.95

Wonderful choice of smart tailored designs, featuring a fine array of blazer or candy stripes. Sizes 24 to 42 bust. Regularly \$5.00 and \$5.95. No exchanges, no refunds, no C.O.D.'s. Today, \$3.95.

Simpson's---Third Floor.

Silks and Dress Fabrics

Stock-taking Reductions on Wanted Silks

Ivory Wash Satin---\$2.24 value, for, yard, \$1.95.
Habutai Silks in Many Colors---Regularly \$1.50. Today, yard, \$1.33.

Ivory and Colored Habutai Silks---Special at, yard, 95c.
Black Satin Messalines and Chiffon Taffetas---Swiss, French and American weaves---all in the best dyes. Regularly \$2.69, for, yard, \$2.44.

New Shades in Crepe Georgettes---Also ivory and black. Today, yard, \$1.95.

Simpson's---Second Floor.

Special Values in Dress Goods

34-inch All-Wool Serges---Fine twill---fast navys and blacks. Perfectly soap shrunken. Specially low priced today, per yard, \$2.95.

42-inch College of School Serge---In navys and black. \$2.50 value. Today, yard, \$1.95.

Black Broadcloth, \$2.50 Yard---Extraordinary value---being an old contract, on sale considerably below today's cost. Satin and velour finishes. 50 to 54 inches wide. Today, yard, \$2.50.

Black Silk and Wool Poppins---40 to 44 inches wide. \$2.50 value. Today, yard, \$1.50.

Simpson's---Second Floor.

Bathroom Fixtures

Add Greatly to the Convenience of Your Bathroom.

These are moderately priced, well finished and very serviceable. If you can't come, phone Main 7841.

Mirrors, white enamel frame. Plate Glass Mirror, size 12 x 18 in., today, \$2.49. Bevel Mirror, size 10 x 17 in., today, \$2.49.

Mirrors, nickel-plated brass frame, french beveled plate mirror. Size 12 x 20 in. Less than present factory cost. Today, \$6.75.

Bath Stools, white enameled finish, four rubber-capped legs. Today, \$1.85.

Bath Seats, white enamel finish, rubber-covered, adjustable steel arms, to fit any bath. Today, \$3c.

Medicine Cabinets, white enamel finish. Size 12 x 17 x 8 1/2 in. with mirror in door. \$2.50 value. Today, \$1.95.

Nickel-Plated Towel Bars, 4-16 x 18 or 24 in., today, each, 25c.

Tooth Brush Holders, brass crafters' high grade make, 75c value. Today, 49c.

Another style, for four brushes, today, 25c.

Rubber Soap Dishes, heavy brass, nickel-plated, 60c value. Today, 35c each.

Toilet Paper Holders, 15c, 25c and 35c each.

Simpson's---Basement.



Royal Crown Derby

Cups and Saucers, \$3.95 Each

A limited number of genuine Royal Crown Derby China Cups and Saucers, 1123 decoration. Regularly \$5.50. Today, 8.30 a.m. \$2.50.

Royal Doulton and Limoges Plates, 49c

A wonderful collection of sample and display pieces. "Royal Doulton" and "Limoges" China Dessert and Service Plates. Marvellous value. Today, each, 49c.

Simpson's---Basement.

Simpson's---Basement.

Robert SIMPSON Limited

Men's 10k Signet Rings at \$3.95

Heavy 10k. Gold Rings---as illustrated---plain or fluted, oval and shield patterns. Midwinter Sale, today, \$3.95.

Simpson's---Main Floor.

Sale of Boys' Underwear at 69c a Garment



No Phone, Mail or C.O.D.'s. No Refunds or Exchanges.

It is a great clearance of broken lines of regular \$1.00, \$1.50, \$1.75 grades. Perfect garments from the best English and Canadian makers. Cashmere ribbed wool and Scotch wool. Sizes 20 to 32. Not all sizes in every line, but all sizes in the lot. Today, special, 69c.

Simpson's---Main Floor.

M-E-N Tuxedo Suits, \$40.00

For Men and Young Men.

Displaying a correctness of design and perfection of tailoring equal to much higher priced models. Developed in English all-wool "dress suiting." Sizes 36 to 48, for \$40.00.

Tuxedo Coats---Sizes 36 to 42, \$22.00.

Tuxedo or Full Dress Vests, of black corded mercedized silk. Sizes 35 to 42---\$4.00.

Of dark grey whipcord---regulation double-breasted model---semi-Norfolk back and convertible collar. Sizes 35 to 42---\$25.00.

Simpson's---Main Floor.

Chauffeurs' Suits, \$25.00

Of dark grey whipcord---regulation double-breasted model---semi-Norfolk back and convertible collar. Sizes 35 to 42---\$25.00.

Simpson's---Main Floor.

Men's Fur Coats---Special

\$85.00 Muskrat Lined Coats at \$65.00.

Black beaver coating, lined with good quality northern muskrat skins, and finished with Persian lamb shawl collars. Special, today, \$65.00.

\$150.00 Coonskin Coats at \$99.50---Well finished, large, roomy coonskin coats, with rolling shawl collars. Special, today, \$99.50.

Men's \$5.00 Soft Felt Hats at \$3.65

Popular shapes, every one. Flat and slightly curled brim style, in shades of palm, myrtle, steel grey, carbon and brown. Today, special, \$3.65.

\$2.00 and \$2.50 Caps at \$1.45

For Men and Boys.

With and without inside earbands. Fancy designs and plain shades. Today, special, \$1.45.

Simpson's---Main Floor.

Noteworthy Reductions on Fine Furs---Today

Mink Marmot Coats, 45 inches long. Deep shawl collar and cuffs of chinchilla possum. Regularly \$110.00. Sale price, \$79.00.

Natural Mink Rat Coats, from selected Canada skins, 50 inches long. Large shawl collar and cuffs. Regularly \$135.00. Sale price, \$89.00.

Misses' Natural Raccoon Sets, with good size empire muff and animal shaped scarfs. Regularly \$24.00. Sale price, set, \$16.50.

Beautiful Black Fox Scarfs in wide shoulder or straight animal shapes. Natural head and brush, best linings. Regularly \$50.00 and \$55.00. Sale price, \$37.50.

Simpson's---Second Floor.

Just In! New Satin Ready-to-Wear Millinery

Featuring the popular rough straw braids, in combination with Mareile satin; so smart and becoming for mid-season and early spring wear. Brims, underbrims and side crowns of pineapple straw, trimmed with satin bows and cord ribbon. Colors black, navy, taupe, nigger, dust, pekin blue and henna. Special, today, \$3.25, \$4.50 and \$5.50.

Simpson's---Second Floor.

Watson Combinations for Women, \$1.98--Sale

Spring Needle Knitted Combinations of wool and cotton mixture. Low neck, no sleeves, ankle-length drawers. Sizes 34 to 44. Today, special, \$1.98.

Women's Vests and Drawers---Cotton and wool mixture. Vests high neck and long sleeves or low neck and short sleeves. Drawers ankle length. Both styles. Today, garment, 95c.

Women's "Harvey" Bloomers---Finely ribbed wool in full sizes. Today, \$3.25.

Women's Corsets---For average figures. White coutil---medium bust and long unboned skirt. Sizes 19 to 26. Extra value today, \$1.19.

Women's White Cotton Drawers---Frills of Swiss embroidery. Both styles. Regularly \$1.00. Today, 69c.

Maids' Lawn Aprons---Full gored skirts. Bibs, shoulder straps of Swiss embroidery. Extraordinary value at 65c.

Women's Extra Size Flannelette Nightgowns---In neat striped designs. Mother Hubbard style, with high neck and long sleeves. Price \$1.95.

Women's \$1.50 Camisoles at 89c---Special purchase---made of excellent quality crepe de chine, with lace yokes. Regularly \$1.50. Today, 89c.

Simpson's---Third Floor.

Simpson's Tuesday Market--Phone Adel. 6100

MEATS AND FISH---Canada Food Board License No. 9-029.
CHUCK ROASTS CHOICE BEEF, today, per lb., 22c.
ROLLED BONELESS POT ROAST, today, lb., 22c.
ROUND ROAST, very tender, today, per lb., 23c.
BONELESS PEAMEALED COTTAGE HOLS (for boiling of frying), 3 to 5 lbs. each, today, lb., 28c.
HARBIS DOMESTIC SHORTENING, 3-lb. pails, gross weight, today, per pail, 55c.

GROCERIES.
Canada Food Board License No. 8-7531.
One car Standard Granulated Sugar, 29-lb. bag, \$2.25.
Five Roses Flour, 24-lb. bag, \$1.69.
Morris Oleomargarine, lb., 24c.
Crisco, 1-lb. tin, 35c.
No. 10 white, package, 29c; yolks, 15c.
Quaker Oats, large package, 30c.
Shredded Wheat or Orgranets, per package, 14c.
Orgran's Marmalade, 4-lb. pail, 32c.
Pot Barley, 4 lbs., 24c.
Raspberry Jam, 4-lb. pail, \$1.00.
Pure Corn Meal, 2 lbs., \$1.85.
Peanut Butter, in bulk, lb., 27c.
Palm Oil, 2 lbs., 35c.

FRUIT SECTION.
1 car Potatoes, per peck, 28c; per bag, \$1.55.

PRIME CORNED BRISKET BEEF, mild, today, per lb., 20c.
WINTER-CAUGHT WHITEFISH, round, per lb., 18c.
FRESH-CAUGHT TROUT, dressed, per lb., 18c.
FRESH FROZEN SMELTS, per lb., 25c.
FRESH FROZEN LAKE ERIB LARGE HERRING, per lb., 11c.
FRESH SMOKED FINNAN HADDIES, per lb., 15c.

10,000 lbs. Choice Cooking Onions, 19c, 21c.
Mexican Oranges, sweet and juicy, doz., 25c.
California Navel Oranges, Sunkat Brand, good size, dozen, 35c.

CANDY SECTION.
500 lbs. Scotch Mints, special, lb., 25c.
Milk Chocolate Covered Peanut Cluster, lb., 45c.
Butter Scotch Taffy, lb., 29c.

FLOWER SECTION.
Pots of Tulips, each, 75c.
Pots of Daffodils, each, 50c.
Primula, each, 50c.
Pansy Hyacinths, each 75c and \$1.00.
Rubber Plants, each, 85c.
Palms, each, 65c.
Asparagus Ferns, each, 19c.
Fern Plants, each, 25c and 37c.

Telephone Specials

Phone Main 7841 or come to the store at 8.30 a.m. if possible.

Natural Shantung Pongees Reduced

Regularly \$1.00; 33 inches wide, for 79c yard.
Regularly \$1.25; 32 inches wide, for 85c yard, 22c.

Handkerchiefs

Women's Pure Irish Linen Handkerchiefs, 4 for 30c.
Men's Pure Irish Linen Handkerchiefs, 3 for 88c.

Art Needlework

Alpaca Wool---Lined brown shade only. Today, pound, \$2.63.
White Scarfs, Size 18 x 50 inches. Today, 69c.

Towels, stamped on fine linen huck. Size 18 x 36 inches. Today, each, \$1.00.

Simpson's "5-in-1" Cereal Cooker, 69c Set

Made of good-wearing grey enameled ware. A cereal cooker, a covered roaster, a preserving kettle, a pudding dish, a jelly cake tin. Today, set, 69c.

\$5.50 Table Cloths, \$3.95

Mercedized damask satin finish. Size 2 x 2 1/2 yards.

Bordered Crash Towelling---16 inches wide. Less than mill price. Today, yard, 22c.

All-Linear Crash Tea Towelling---19 1/2 inches wide; 50c value. Today, yard, 35c.

65c Duro Gingham, 39c Yard

Grey and white and tan and white. Fancy stripes, 36 inches wide. Regularly 65c. Today, yard, 39c.

Printed Black and White Shepherd Checks, 32 inches wide. Today, yard, 25c.

Simpson's---Second Floor.

75c Table Damask, 49c Yard

Bleached---64 inches wide. Today, yard, 49c.

Sash Curtain Rods, 15c

Strong, flat in shape, will not sag or tarnish. Size 22 to 36 inches.

White Flannelette Head-shawls, 22 inches square. Shell stitched edges. Regularly 40c. Today, 25c.

Crochet Cotton Special

White Flannelette Head-shawls, 22 inches square. Shell stitched edges. Regularly 40c. Today, 25c.

65c and 50c Toques, 39c

Plain and hosiery-knit toques in plain shades and combination of grey, cardinal, in-noon, brown, khaki, white and navy. Today, special, 39c.

Infants' 75c Yokes, 49c

Dainty embroidered yokes with sleeves attached. Fine lace edges on neck and armholes. Special, today, 49c.

White Flannelette Head-shawls, 22 inches square. Shell stitched edges. Regularly 40c. Today, 25c.

Infants' White Wool Overalls, with feet attached. Woven in close elastic weave. Sizes 2 months to 2 years. Regularly \$1.55. Today, \$1.175

Women's \$1.75 to \$2.25 Wool Scarfs, \$1.25

Softly brushed and measuring 5 to 6 feet long by