

1898

1919



### Simpson's Coming of Age

The Verdict of Public Opinion

**T**HIS Store's New Year's Greeting to the public of Toronto and of the Dominion takes on a stronger, heartier ring than ever before because **THIS YEAR WE ATTAIN OUR MAJORITY!**

Early in 1898 the business was acquired by the present owners from the estate of the late R. Simpson.

The surprising growth and development of Canada and this store's share in the same are emphasized in the fact that seven days' business of our Christmas season just past exceeded in volume the total annual business of twenty-one years ago.

*For this great record the store expresses hearty thanks to the people of Canada, and congratulates itself and its customers on their continued appreciation of worthy goods at fair prices*

Favoring home manufacture wherever possible, this store made its buying slogan during the war years, "Canada First, but not Exclusively." Its policy has been to handle goods made anywhere in the British Empire, and by Britain's Allies. Public opinion has maintained this same

### EVEN BALANCE OF JUSTICE

between Home industries and those of the Motherland with her Allies. The result has been wonderful growth in volume as well as the maximum of satisfaction to customers.

*Wishing all a Happy New Year*, we start this, our Coming of Age year, with plans more comprehensive and organization more energetic than ever. Performance interests you more than promises or prophecy, but watch for new developments affecting our staff, our customers, and the public generally.

**Our Midwinter Sale Begins To-morrow, Thursday Morning, at 8.30**

1898 The **SIMPSON** Company 1919  
Robert Limited

\$150  
BUI  
Betw  
x 117  
assess  
price  
25 Kin  
PRO  
K  
T  
A  
In  
T  
By M  
B  
J  
C  
M  
C  
For  
L. Ch  
Toron  
fourth  
O'Neill  
three  
larger  
now th  
inter  
turns  
Church  
Thos.  
secure  
make  
In  
there  
vote p  
batch  
was r  
Magui  
the fa  
for se  
Brien  
the ru  
Bride  
tituds  
employ  
vote  
shower  
has b  
The  
follow  
T  
J  
W  
T  
C  
The  
M  
C  
R  
M  
G  
A  
M  
Laa  
587  
so th  
polled  
Am  
grace  
John  
takes  
Mogri  
MacG  
an al  
Mahe  
Seven  
new  
W. M  
New  
istle  
has b  
ing t  
trust  
W. J  
Thre  
ansuc  
Trust  
Thom  
BOL  
Lon  
non-h  
west  
tured  
accor  
spate  
The  
Lithu  
left  
reads  
"U  
this  
us T  
Town  
was  
"Pe  
end  
scis  
Kov  
Lon  
trans  
on t  
last  
Joss  
shir  
and  
The  
Great  
Ste  
Espa  
Carm  
Sami  
Prin