

1898

TWENTY-FIRST ANNIVERSARY

SIMPSON'S

COMING OF AGE YEAR

1919

Special Sale of Men's High-Grade Overcoats at \$34.50

50 High-grade Models, Regular \$38.00, \$40.00, \$45.00 and \$50.00 Grades



A clearance of remaining coats from best selling lines. Styles for men and young men. Chesterfields, fly-front and button-through models, made from dark grey meltons and chevriots. Ulsters, slip-ons and trencher models, made from heavy all-wool coatings. Newest shades, and a few of the latest fur collar coats for the young man—double-breasted, form-fitting, slash pockets, Hudson seal collar, fancy shepherd worsted lining. Sizes 34 to 44. Today \$34.50. See Yonge Street Window.

Navy Blue Suits at \$25.00

For young men 16 to 20. Two-button trencher model, with all-around belt—new lapels, and regular pockets. Low cut vest—narrow trousers. Sizes 32 to 35, \$25.00.

Men's Worsted Suits \$30.00

Of dark brown, with neat stripe effect. Single-breasted, 3-button soft roll, slightly fitted sack: 5-button vest, medium trousers. Sizes 36 to 44, \$30.00.

Two-Purpose Overcoats, \$15.00

Developed in English proofed tweed. Slip-on model, with raglan shoulders, convertible collar, slash pockets, and small cuffs on sleeves. In dark grey mixture effects, with fancy plaid linings. May be worn as an overcoat or raincoat. Sizes 34 to 44. Today \$15.00. Simpson's—Main Floor.

Store Opens at 8.30 a.m. and Closes at 5.30 p.m. Daily

New Spring Silks and Dress Fabrics

That Jubilantly Express the Spirit of Peace, Victory and the Coming Colorful Season

Spend an hour or so on our Second Floor, among the great assemblage of exquisite silks and dress fabrics that have recently arrived.

It will repay you—for you will obtain the most beautiful and fashionable weaves of the season—in high-grade qualities—at prices as low as good quality is obtainable for anywhere.

So different—so exquisite to feel and to see—so altogether lovely are these fabrics that description is impossible. Here are a few of the new notes:

Kumsl-Kumsl—a shimmering silk of serpentine crepe finish—one of the latest fads.

Peau de Peche, an exclusive French fabric for coats and cloaks—its velvety finish denoted by its name.

Unique conventional designs of surpassing beauty, largely used on silks, and very effective.

Spots, in all sizes and many stripes and checks, in both silk and wool materials.

Blues, fawns and greys of every description, lead the colors, supplemented by odd shades of henna, platinum, dying fox, jade, coral, victory red, parchment, etc.

Altogether such a wonderful gathering as we have never shown before—we invite your inspection.

The Silks Dress Goods

Pussy Willow, Silk Floriswah and Silk Georgettes, yard, \$3.50 and \$4.50.

Rich Plaid Silks, yard, \$2.95 to \$4.50.

Silk Tricolettes, yard, \$6.50 and \$10.00.

Silk Foulards at, yard, \$2.50.

New Chippendale Foulards, yard, \$3.50 to \$5.00.

Willow Failles, yard, \$2.50.

Peau de Peche, yard, \$7.50.

New Wool Jerseys, yard, \$6.50.

Duvet de Laine, yard, \$6.50.

Wool Tricotine, yard, \$4.50 to \$6.50.

Navy Serges, in six qualities, many prices.

Satin Striped Silk Poplins, for skirts, yard, \$3.00 to \$6.50.

New Donegal Tweeds, yard, \$3.50 and \$4.00.

4 Big Silk Specials

36-INCH IVORY WILLOW FAILLE—Heavier than pussy willow, and wear guaranteed. \$2.95 qualities for, yard, \$2.50.

BLACK DUCHESSE MESSALINES AND SUPPLE CHIFFON TAPPETS—35 and 36 inches wide. Regularly \$2.29 for, per yard, \$1.96.

JAPANESE SILK CREPES AND CREPE GEORGETTES—In 60 lovely shades, with ivory and black. \$2.50 weaves at, yard, \$1.95.

NATURAL SHANTUNG PONGEES—Direct from Yokohama. Fine and medium weights. Regularly \$1.25 for, yard, 95c.

Simpson's—Second Floor.

Bags and Purses

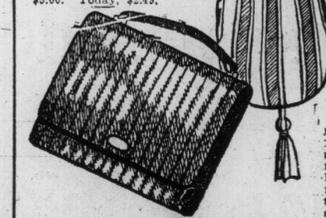
Reduced in Price for Today

36 ONLY, PATENT LEATHER STRAP PURSES—Ribbed effect, as illustrated. Lined with silk moire, fitted with overlapping frame and centre purse and vanity mirror. Regular value, \$5.00. Today, \$2.49.

HAND BAGS—125 only. Misses' and children's smart rich colored bags, in Roman striped effects in blue, green and red, with silk tassels, fitted with centre purse and vanity mirror. Regular value \$1.00. Today, 59c.

SHEEP SKIN HAND BAGS—150 only, in morocco and crepe finishes, with heavy oxidized frame. Lined throughout with satene, fitted with vanity mirror. Regular value \$2.00. Today, \$1.09.

LEATHER STRAP PURSES—40 only, morocco finish, lined with silk moire, fitted with overlapping frame and vanity mirror. Regular value \$4.00. Today, \$2.00. Simpson's—Main Floor.



Handkerchiefs 6 for 20c

Irish Lawn, for school boys and girls. Price, 4 for 20c.

Men's Lawn Handkerchiefs with colored borders. Special value at 3 for 25c.

Men's Khaki Handkerchiefs. Less than manufacturer's cost, at 3 for 38c.

\$1.50 Veils, Today \$1.00.

Sample New York Veils in hexagon mesh with chiffon borders. Black, brown, navy, taupe and violet. Special today, \$1.00.

Simpson's—Main Floor.

Watches 8.30 a.m. Sale.

17-Jeweled Octagon Bracelet Watch, Regular \$18.00 for \$12.95

50 gold-filled, convertible Expansion Bracelet Watches, fitted with fully guaranteed 17-jeweled movement. The watch can be worn also on a chain. Regularly \$18.00. Today \$12.95.

Simpson's—Main Floor.

Hand Embroidered Silk Kimonos \$5.95

Regularly \$7.95 and \$8.95.

Two exquisite styles in pure Jap silk. Complete with sash and Japanese sleeves. Beautifully embroidered, with trailing flowers and vines. Colors pink, light blue, mid blue, French blue, rose and wisteria. Marked for rush selling today at \$5.95.

Sample Crepe Kimonos \$1.98

Examples of New \$2.95, \$3.95 and \$4.50 Styles.

Fashioned prettily of good quality cotton crepe in plain colors of rose, wisteria, French blue, pink and sky. Hand embroidered in trailing vines and butterflies. Also a group of individual samples in fancy floral and striped crepes. Complete with sashes and Japanese kimono sleeves. Marvellous value today, \$1.98.

Simpson's—Third Floor.

Women's Sleeveless Pullovers, \$3.50

Made of Botany wool in a new weave and finished with close ribbed waistline. Colors amber, Nile, sky, coral, Irish, mauve, saxe and pink. Sizes 36 to 42. Special at \$3.50.

Simpson's—Third Floor.

Half-Price Sale of Blouses

Of Georgette, Crepe de Chine, Habutai and Lingerie.

About 200 Blouses taken from our short tables—hence featuring the best and latest ideas in styles and colorings.

Some are slightly mussed, but all are marvellous values at the sale prices. No exchanges, no refunds, no C.O.D.'s. On sale at 8.30 a.m. at the following half prices:

\$2.95 Styles at \$1.48 **\$6.95 Styles at \$3.48**

\$3.95 Styles at \$1.98 **\$8.95 Styles at \$4.48**

\$5.00 Styles at \$2.50 **\$12.50 Styles at \$6.25**

Simpson's—Third Floor.

Cotton Dress Goods 33c Yard

In the Wash Goods Department at 8.30 a.m. Today.

7,760 yards Printed Cotton Dress Goods in tweed and plaid designs. Four colorings—36 inches wide. Half price and less today at 33c yard.

Simpson's—Second Floor.

Toilet Articles

Neatly Finished Shaving Mirrors, black japanned frame.

Kyron Foot Warmers. Regular \$1.00. Special 49c. 1 package fuel with each warmer.

300 boxes Soluble Elastic Capsules. Blaud Pills combination. Regular to 75c. Special, each, 25c.

Castor Oil Capsules, each half teaspoonful. Box of 12, special, 19c.

Glycerine and Rose Water, 4-oz. bottle, 19c.

Medicinal Paraffin Oil, 40 ozs. Regularly \$1.25. Special 99c.

Simpson's—Main Floor.

Men's Underwear Remarkably Underpriced

Men's Underwear, 59c
Regular 75c, \$1.00, \$1.25 Grades—Tru Knit Brand.

Special purchase of 1,200 garments. First quality underwear. Balbriggans, porous knits, mesh, lisle and nainsook. All sizes in the lot, but not all sizes in each range. Sizes 34 to 44. Regularly 75c, \$1.00, \$1.25. Today 59c.

Men's Combinations, \$1.19
Regular \$1.50, \$2.00, \$2.50 and \$3.00 Grades.

Only 400 suits light-weight underwear—Tru Knit brand. Broken ranges from these regular stocks: Balbriggans, porous knits, mesh, silk lisle, in natural or whites. Not all sizes in each line, but all sizes in the lot. Sizes 32, 34, 42, 44, 46. Regularly \$1.50, \$2.00, \$2.50, \$3.00. Today \$1.19.

Special! Men's Soft Felt Hats, \$3.00

Brand new spring shapes and shades—grey, green, black, brown and slate shades, with flat set brim, bound or welted edge. These are fur felt quality, and are excellent value. Today \$3.00.

New Spring Hats for Men

Lincoln Quality Soft Hats, \$5.00—Shades of palm, myrtle, moss, seal, pearl, steel and black. Today \$5.00.

Leeds Soft Hats, \$4.00—Lincoln Stiff Hats, \$5.00.

Simpson's—Main Floor.

Boys' Superior Suits Reduced to \$11.45

Sizes 26 to 35. Regular Prices, \$15.00, \$16.50 and \$18.00.

Blue serges, grey chevriots, and brown mixed diagonal tweeds. Made in dependable and durable English materials that will give the utmost in wear. Designed in single-breasted models, all-around belted, and semi-norfolk styles, with full fitting bloomers, having expanding knee bands. Sizes 8 to 17 years. Today, 8.30 a.m. special, \$11.45.

Boys' Bloomers at \$1.75

Plain dark grey chevriot—wool and cotton mixture. Lined throughout. Finished with belt loops and governor fasteners. Sizes 26 to 34, at \$1.75.

Bloomers—grey and black herringbone striped tweed in medium weight wool and cotton mixture. Lined throughout. Finished with belt loops and governor fasteners. Sizes 26 to 34, at \$2.25.

Simpson's—Main Floor.

Bon Ton CORSETS

Faultless--Fitting New Models For Every Type of Figure

Famous modistes of Paris, New York and London invariably agree on Bon Ton as the criterion of Corset style.

For they know from long contact with well-gowned women in many lands that Bon Ton is favored by women who really care.

So, no matter what you figure—you may feel assured that we can fit you with Bon Ton Corsets in such a way as to assure perfect comfort and faultless contour. Before you buy your new Spring frock or suit, have the satisfaction of knowing that you are correctly corseted—the satisfaction that comes from wearing Bon Ton Corsets.

Among a Score of Bon Ton Styles



Model 824—

A particularly comfortable Corset for the woman of average figure is of firm pink or white coutil. It has a rubber top, that gives perfect freedom to the bust and adds shapeliness. Back-laced. Price, \$5.00.

Model 819. Price \$6.

Full-figure style, in pink coutil. Full-cut bust, elastic inserts.

Model 1004—

Another smart average figure model in the wanted pink brocade. Featuring the elastic patch gore in the skirt back, which helps to control the figure. Back-laced. Price, \$6.50.

Model 1040—

Particularly cut to suit the stout figure, from excellent white coutil. The front-lacing, scientific boning and broad elastic inserts assure correct lines. Price, \$7.50.

Model 913—

Another pleasing style, particularly adapted to the needs of the larger woman. Featuring a triple front boning that supports the abdomen, elastic lacing below clasp, and cloth gores at bust. Back-laced. Price, \$8.00.

Model 894—

A beautiful average figure style, developed in high-grade pink brocade. Well-rounded hips, medium bust, deep cloth gores at bust, and elastic inserts. Price, \$9.50.

Model 859—

A very popular Corset for the slender or average figure. Made of firm pink or white coutil, with semi-elastic top, wide free hip-space and medium skirt. Back-laced. Price, \$5.00.

Model 1059—

A beautiful average figure model of pink silk figured broche. Front-laced—panel back and elastic section below, and semi-free hip space. Price, \$11.50.

Model 864. Price \$14.

Of exquisite silk broche for the average figure.



Model 1008. Price \$6.

A dainty style in pink and white coutil for the average figure.

The Robert SIMPSON Company Limited

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