

TWENTY-FIRST ANNIVERSARY—COMING OF AGE YEAR

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REGINA, MAIL ORDER BUILDING

TORONTO STORE

TORONTO MAIL ORDER BUILDING

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SIMPSON'S MIDWINTER SALE

2000 Pieces Cotton and Silk Lingerie—Half Samples and Oddments—Season's Greatest Clearance

No Phone, Mail or C.O.D. Orders. No Exchanges or Refunds. Today prices as follows:

- Nightgowns of fine cotton or nainsook. Slip-over, satin and crepe de chine, or Mother Hubbard styles. \$1.50 to \$10.00. Nightgowns, 83c to \$4.95.
- Camisoles of silk, wash-tailored or fancy styles—fitted or ribbon shoulder straps. \$1.50 to \$5.00. Camisoles, 75c to \$2.50.
- Envelope Chemise of silk, wash satin, crepe de chine, cotton and nainsook. \$1.75 to \$3.95. Envelope Chemise, 75c to \$3.95.
- Underskirts of silk, nainsook and cotton. Tailored and novelty styles. \$1.75 to \$12.00. Underskirts, 85c to \$5.95.
- Drawers of finest white cotton or nainsook. Wide umbrella or French style. Priced at \$5.00 to \$6.00. Drawers, 48c to \$2.95.

Women's Winter Coats \$25.00

Grouped from regular better stock, fine American wool velour, tailored or plush and fur trimmed, well lined. Leading shades. No exchanges, no refunds, no C.O.D.'s. Formerly priced as high as \$50.00. Today, \$25.00.

The Triumphant Return of Evening Frocks

Has sent our buyers scurrying to New York in search of the latest creations of fashion. With the result the Third Floor is fairly hung with newness in the way of dazzling costumes for formal and informal occasions. You must see them to appreciate their variety, charm and excellent value. Among the many lovely models you will find:



In the Women's Sections
Soft silk green taffeta draped over silver embroidered tulle and caught here and there with silk flowerets. Price, \$45.00.

A wonderful model in orchid tulle, draped Watteau style over orchid metallic cloth. Made lorette with silver embroidery and silk flowers. Price, \$50.00.

In the Misses' Section
Delicate pink georgette with pointed over-skirt. Baby bodice, and tiny sleeves, threaded with forget-me-nots. Price, \$35.00.

Piquant frock of changeable French blue taffeta. Caught about the waistline and on each shoulder with rosettes. Price \$47.50. Simpson's—Third Floor.

Misses' \$50.00 Coats \$37.50
Attractive styles in fine wool velvet of various shades, lined throughout. No exchanges, no refunds, no C.O.D.'s. Today, \$37.50.

Girls' \$1.49 Wash Dresses 89c
Flowered muslins. Empire style, with double skirt. Colors, green or blue. Sizes 6 to 14 years. No exchanges, no refunds, no C.O.D.'s. Today, 89c. Simpson's—Third Floor.

Today's Basement Sale Phone Main 7841

Aluminum Tea Kettles, \$2.98
Phone Orders Filled—Main 7841.

Aluminum Fry Pans
144 only, 6-qt. size, \$3.95 value, to sell today, each, \$2.98.

Food Choppers, \$1.98
Family size, cuts meat, fruit and vegetables; coarse, medium or fine; \$2.50 value, today, \$1.98.

Coffee Mills, 59c
Grinds coffee as required, thereby preserving the strength. Today, 59c.

Mrs. Potts' Sad Irons \$2.25 Set
Full nickel-plated finish, three irons, stand and handle in set. Regularly \$2.50. Today, set, \$2.25.

Solid Alcohol Stoves 2 for 25c
With tin of solid alcohol, today, 25c. Solid Alcohol Refills, today, 2 for 25c.

Corn Brooms 63c
1000 Corn Brooms, four-strike, wood, well made broom, medium weight. Not more than two to a customer, today, 63c.

Wash Boilers
Galvanized iron, rustproof, No. 9 size, 200 to sell today, each, \$1.25.

Clothes Wringers
The "Easy" is warranted grade. Down-wall wringer, with 11-inch rubber rolls, ball-bearing enclosed cog, \$6.00 value; 72 only to sell today, each, \$4.95. The Marvel Washing Machine is a popular make, with square tub and rocker clothes lines, good rope line, 50 ft. long, today, \$10.95. 100 ft. long, \$12.95.

25c One-Price Sale 25c

Long-handled Fire Shovels, black japanned steel. Today, 25c.

Rotary Flour Sifters, today, 25c.

Grey Enamel Pie Plates, 10-inch size. Today, 2 for 25c.

Scissors and Shears

Pocket Embroidery, Work Solutions, straight trimmers. All one price. Today, pair, 25c.

Mop, Sticks, quick action, spring clamp. Today, 25c.

Knitted Mop Cloths. Today, 25c.

Whisks, good fine corn, well made. Today, 25c.

Steel Wool, for cleaning and polishing aluminum utensils. Today, 2 packages for 25c.

Aluminum Salt and Pepper Shakers, loaded bottoms, good size. Today, pair, 25c.

Tinned Wire Coat Hangers. Today, 4 for 25c.

Wire Bowl or Gravy Strainers, 5-inch diameter, wood handle. Today, 25c.

Toy Brooms, today, 25c.

Grey Enamel Pie Plates, 10-inch size. Today, 2 for 25c.

50c Enamel Preserving Kettles at 25c
Excellent grade of light grey enamel, three quart size. A very useful little kettle. 50c value. Today, 25c.

Specials in the China Department

Glass Table Set, 59c
Butter Dish, Sugar Bowl, Cream Jug and Spoon Holder. This four-piece set, today, 59c.

White Lined Pudding Bowls
1/2 pint, each, 10c
1 pint, each, 15c
1 1/2 pint, each, 18c
2 pint, each, 23c
2 1/2 pint, each, 28c

Custard Cups, 5c Each
Individual size, white lined custard cups, to clear today 5c.

Shaving Mugs, 49c
Various designs and decorations. Today, 49c.

\$2.50 Brass Jardiniere at \$1.49
Heavy brass, three-ball footed jardiniere, dull finish. Today, \$1.49.

\$1.50 Brass Jardiniere at 98c
Three-ball footed, in bright or dull finish. 17 1/2 inch pot. Today, 98c.

8.30 Special—Cups and Saucers, 10c
Good quality white porcelain cups and saucers, quantity limited. Today 10c. Simpson's—Basement.

Now for a Big Day in Infants' Department

Children's Rompers, 49c
Woven, striped and checked gingham rompers in blue and white. Long sleeves. Sizes 2 and 4 years. Less than manufacturer's cost price. Today's selling price 49c. Simpson's—Third Floor.

Children's Winter Hats, 49c
Samples and balances in velvets, plushes, serges, corded silks and velvet cords. The season's prettiest colors. Sizes 1 to 6 years in the lot. Values \$1.50 to \$3.00. Today 49c. Simpson's—Third Floor.

Girls' Underskirts \$1.49—Infants' Dresses \$2.69—Infants' Robes \$1.69
Girls' Knitted Underskirts, of fine ribbed white silk and wool mixture. Sizes 14 and 16 years. Regularly \$2.25. Today \$1.49.

Infants' Short Dresses, in very lovely design. Swiss embroidery yoke, hemstitched, and exquisite all-over embroidery skirt. Sizes 6 months to 2 years. Today \$2.69.

Towels Reduced

Hemmed Huck Bedroom Towels—1000 pairs. Large size. Regularly 85c pair. Rush price today, pair, 49c.

Checked Gingham Towelling—23 inches wide. Regularly 50c. Clearing today, yard, 25c.

Bordered Orah Towelling—All linen. 17 inches wide. Extra special today, yard, 25c.

CLEARING MANUFACTURERS' SECONDS IN TABLE CLOTHS.
Damask. Size 67 x 70 inches. Regularly \$34.6. Clearing today \$24.5.

Damask Napkins—All linen. Size 21 x 21 inches. A quality that will launder well. Special today, dozen, \$6.75.

Bleached Sheets—Size 70 x 90 inches. Hemmed. 200 pairs to clear. Today, pair, \$3.29.

Woolnap Blankets—Large size 70 x 84 inches. Pink and blue borders. Special today, pair, \$4.95.

Bedspreads, of white English satin. Size 72 x 90 inches. Special today \$3.75.

WHITE FLANNELETTE, LESS THAN MILL PRICE.
Pretty stripes, suitable for shirts, pyjamas, etc. Fast colors. 32 inches wide, 1000 yards. Today, yard 29c. Simpson's—Fourth Floor.

Midwinter Sale of Furs Offers These Specials Today

Hudson Seal Coats, new style. Regularly \$225.00. Today \$155.00.

Misses' Badger Sets, muff and animal shape scarf. Regularly \$32.50. Today, set, \$25.00.

Ring Tail Opossum Muffs, in large round shape, with shirred silk ends. Regularly \$22.50. Today \$17.50.

Taupe Wolf Muffs, in canteen and round shapes. Regularly \$30.00. Today \$22.00.

Black Wolf Muffs, in canteen and round shapes. Regularly \$30.00. Today \$22.00.

Black Wolf Skote, in wide animal shape. Regularly \$30.00. Today, \$22.00.

3 Lots of Silver Plated Ware

LOT NO. 1—21c EACH.
Silver Plated Sugar Shells, regularly 50c each.
Silver Plated Oyster Forks, regularly 45c each.
Silver Plated Bouillon Spoons, regularly 40c each.
Silver Plated Butter Spreaders, regularly 45c each.
Silver Plated Child's Knives, regularly 40c each.
Silver Plated Child's Forks, regularly 40c each.
Silver Plated Pickle Forks, regularly 50c each.
Silver Plated Cream Ladles, regularly 50c each.
On Sale Today, Each 21c.

LOT NO. 2—17c EACH.
Silver Plated Dessert Forks, regularly \$3.75 dozen.
Silver Plated Medium Forks, regularly \$4.00 dozen, today 17c each.

LOT NO. 3—10c EACH.
Silver Plated Tea Spoons, regularly \$2.50 dozen, today 10c each. Simpson's—Main Floor.

Silks Velvets Dress Fabrics

Bright Shantung Pongees, in natural shades. Regularly \$1.00. Today, yard 88c.

Colored Satins, for afternoon and evening wear. Lovely qualities—over 50 shades—wonderful values. Many regularly priced \$5.50. Today, yard \$2.49.

All Silk Crepe de Chines, in wanted colors. Full \$3.50 stocks. On sale today, yard \$2.95.

VELVETS AT TEMPTING PRICES.
Simpson's Fast Pile Black Velveteens—22 inches wide. Regularly \$1.25, for, per, yard, 95c.

27-Inch Colored and Black Velveteens—Regularly \$2.00, for, yard, \$1.79.

33 and 34-Inch Black Velveteens. Regularly \$2.50, for, yard, \$2.24.

Boys' Suits \$9.45

Of chevots, donegals, tweeds and worsted finish materials—plain, mixed effects and stripes in greys and fawns. All-around belted models with bloomer pants. Sizes 26 to 38—8 to 15 years. Regularly to \$15.50. Today, Midwinter Sale price \$9.45.

Bloomers at \$2.95—Navy blue bloomers in wool and cotton mixture, worsted finish material. Full fashioned. Lined throughout. Government fasteners. Sizes 26 to 34—8 to 16 years. Today, Midwinter Sale price \$2.95. Simpson's—Main Floor.

Women's Boots \$6.75—Sale!

Wide Ankle Boots for Women \$3.00
Comfortable soft kid—button boot. Extra wide fitting ankle, medium round toe, with patent treadcap. French McKay sewn sole and low heel. Ask for style 168. Sizes 2 1/2 to 8. Regularly \$4.00, Today \$3.00.

Men's Victor Boots at \$5.50
Regularly \$6.00, \$7.00 and \$8.00 Victor and other well-known makes reduced on account of broken sizes. Patent sole, gummetal, brown and Havana brown, calf leathers, blucher and straight lace styles. Medium and heavy weight guaranteed rubber furs and oak tanned soles. Not all sizes in each group, all sizes from 6 to 11 in the lot. Today \$5.50. Simpson's—Second Floor.

Simpson's Monday Market

Phone Adelaide 6100 MEATS AND FISH

Canada Food Board License No. 9-2929

FRESH BEEF FOR STEWING, lean, boneless, per lb. 20c
BRISKET, best boiling cuts, per lb. 20c
ROUND STEAK, very tender, per lb. 20c
MINCED SHOULDER STEAK, per lb. 20c
WING STEAKS, choice, per lb. 20c
YEAL FOR STEWING, per lb. 20c
PAMILY SAUSAGE, our own make, per lb. 20c
BREAKFAST BACON, mild sliced, per lb. 49c
EASIFIRST SHORTENING, 1 lb. price, per lb. 20c
WINTER-CAUGHT WHITEFISH, round, per lb. 20c
FRESH FROZEN SMELTS, select, per lb. 20c
FRESH SMOKED PINKAN HADDIES, per lb. 20c
FRESH SMOKED COBONES, per lb. 20c

GROCERIES.
Canada Food Board License No. 9-2831.
2,000 lbs. Morris' Odomargarine, white, 1 lb. tin, 25c.
(Only 5 lbs. to a customer.)
Giaccio's Raspberry Jam, 4-lb. pail, \$1.00.
Standard Granulated Sugar, 10 lb. tin, \$1.14.
Monarch Flour, 24-lb. bag, \$1.50.
Choice Rice, 2 lbs., 25c.
Purity Oats, large package, 30c.
Cocoa, in bulk, lb., 10c.
White Beans, 2 lbs., 35c.
Gold Dust Cornmeal, 7 lbs., 45c.
Canned Peas, 1 lb., 10c.
Prunes, 2 lbs., 25c.
Salt, 2 packages, 15c.
Fels Naptha Soap, 2 bars, 24c.
Sunlight Soap, Comfort, Borax and Gold Soap, 4 bars, 30c.
Lenox Soap, 2 bars, 34c.
P & G Wash Balls, 4 bars, 20c.
Simpson's Big Bar, 2 bars, 14c.
Ammonia Powder, 5 packages, 25c.
Crisal Soap, 6 packages, 35c.

Blue, 2 packages, 10c.
Old Dutch Cleanser, 3 tin, 20c.
Comfort Lye, package, 10c.
Laundry Starch, package, 10c.
Gold Dust Washing Powder, large package, 25c.
Toro Tablets, 6 packages, 25c.
Sesquicarbonate, 1 lb., 15c.
2000 lbs. Pure Celona Tea of uniform quality and fine flavor, black or mixed. Today, lb., 5c.

FRUIT SECTION.
California Naval Oranges, Sunken Brand, 40c, 45c.
Choice Grapefruit, 8 for 50c.
Sny Apple, 6-qt. basket, 50c.
Parsons, 5 lbs., 15c.
10,000 lbs. Finest Cooking Onions, 12 lbs., 50c.

POULTRY SECTION.
Scratch Feed, 6 lbs., 27c.
Baby Chick Feed, 4 lbs., 31c.
3/4c Grit, 5 lbs., 10c.
Predigest Laying Meal, 6 lbs., 25c.

The Robert SIMPSON Company Limited