

1898

TWENTY-FIRST
ANNIVERSARY

SIMPSON'S

COMING OF
AGE YEAR

1919

NEW VICTOR RECORDS

The Simpson
Men's Store
Has the Goods

When it Comes to Outfitting
Men and Young Men With
Suits and Overcoats.

The varied assortment, the superb qualities, the better-than-usual patterns, the unsurpassed tailoring and fashioning, and the moderate prices, are standing features of this popular section. Returned soldiers are urged, without obligation, to come in and see the clothes.

Men's Overcoats \$23.75

Handsome coatings and black meltons. Slip-on, ulster and Chesterfield models. Warm wool linings. Sizes 34 to 44. Today, \$23.75.

Men's Suits \$30.00

A good purchase! New waist seam models. Natural shoulders—new lapels. Worsted and tweed—nobby patterns and shades. Sizes 34 to 40. Today, \$30.00.

Military Breeches, \$4.85—50 pairs khaki all-wool serge military breeches, laced at knee. Sizes 35 to 42. Today, \$4.85.
Simpson's—Main Floor.

Hear Them in the Phonograph
Department---6th Floor

The variety of music and entertainment afforded by Victor Records is so comprehensive that one could play six different numbers every day for three years and not exhaust the complete assortment available. Victor Records run the whole gamut of vocal and instrumental reproduction by the world's greatest and best artists.



"HIS MASTER VOICE"

REGISTERED DEPT. AGRICULTURE

Here Are Some Records From the February List:

- 18515—The Worst is Yet to Come—Billy Murray; and Can You Tame Wild Wimmen?—Billy Murray. 10-in. list, price 90c.
18514—Good-bye, France—Peerless Quartet; and The Navy Will Bring Them Back!—Peerless Quartet. 10-in. list, price 90c.
18512—Rock-a-bye Your Baby with a Dixie Melody—Vernon Dalhart; and The Pickaninny's Paradise—Sterling Trio. 10-in. list, price 90c.
18516—It's Never Too Late to Be Sorry—Harry Macdonough; and, Don't Cry, Little Girl, Don't Cry—Henry Burr. 10-in. list, price 90c.
18511—Oh! Frenchy—Medley One-Step—Jos. C. Smith's Orchestra; and, Me-ow—One Step—Joseph C. Smith's Orchestra. 10-in. list, price 90c.
18513—Mournin' Blues—Fox Trot—Original Dixieland Jazz Band; and, Clarinet Marmalade Blues—One-Step—Original Dixieland Jazz Band. 10-in. list, price 90c.

- 18517—Mother, Here's Your Boy—Lewis James and Shannon Four; and, Watch, Hope and Wait, Little Girl—Charles Hart. 10-in. list, price 90c.
18518—Till We Meet Again—Charles Hart-Lewis James; and, Have a Smile—Sterling Trio. 10-in. list, price 90c.
74580—Molly on the Shore—(Percy Aldridge Grainger)—Flonzaley Quartet. 12-in. list, price \$2.00
64793—Bring Back My Bonnie to Me—Alma Gluck. 10-in. list, price \$1.25
64792—La Capinera (The Wren)—(Sir Julius Benedict)—Amelita Galli-Curci. 10-in. list, price \$1.25
87289—Boat Song—(G. Romilli)—Geraldine Farrar. 10-in. list, price \$2.50
64794—Could I—(F. Paolo Tosti)—Emilio De Gogorza. 10-in. list, price \$1.25
74581—Moto Perpetuo—(Allegro de Concert, Op. 11)—(Paganini)—Jascha Heifetz. 12-in. list, price \$2.00.

TELEPHONE

Main 7841

Markets Adelaide 6100

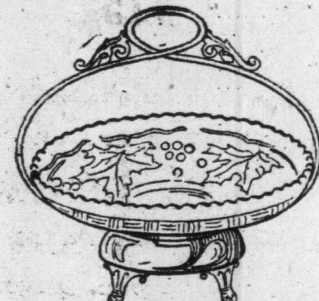


Besides being an easier way of saving, it is a decidedly patriotic thing to do. You'll be surprised to learn how the savings count up.

In the Special
Selling of
Silverware

\$3.50 Fern Pots, \$2.47
Silver-plated Fern Pots, with 6 in. earthenware lining, pierced as illustrated. Regularly \$3.50. Sale price \$2.47.

\$4.25 Dessert Sets, \$2.69
Silver-plated Cream Jug and Sugar Bowl Set. Bright finish, gold lined, with pearl bead border. Regularly \$4.25 set. Sale price \$2.69 set.



\$4.00 Fruit Dish, \$2.49
We have illustrated a Fruit Dish in tinted glass, large size, with silver-plated stand, bright finish. Regularly \$4.00. Sale price \$2.49.



\$7.00 Pudding Dish, \$4.95
A large Bake or Pudding Dish, with cover, silver plated, bright burnished finish with inner lining and separate rim. Regularly \$7.00. Sale price \$4.95.
Simpson's—Main Floor.

Men's \$2.50 to \$3 Hats Down to \$1.95

They're beautifully finished soft felt models in the season's newest shades of pearl grey, steel grey, green, brown, navy and black. All smart flat set and slightly curled brim shapes. Today \$1.95.

Winter Weight Caps 79c, Reg. 95c, \$1.25, \$1.50

One, four and eight-piece top style. Caps with and without inside earbands—plain shades and fancy designs. Today 79c.
Simpson's—Second Floor.

12 "Hosiery Sale" Specials Today

Women's Artificial Silk Stockings, 3 pairs for \$1.00—Seamless. Black and white—slightly imperfect. 65c kind. Hosiery Sale 3 pairs \$1.00, pair 35c.

Seconds of Women's Well-known Guaranteed Silk Stockings, 85c—Black, white and great range of colors. \$1.50 value. Hosiery Sale, 2 pairs \$1.65, pair 85c.

Women's Lisle and Cotton Stockings, 33c—Black, white, grey and brown. Mill seconds. 50c quality.

Women's 40c Cotton Stockings, 29c—Tan, black and white. Mill imperfections.

Women's "Gordon" Silk Stockings, \$1.55—Black, white, grey, bronze and champagne. Usual \$2.00 value.

Women's "Onyx" Thread Silk Hose, \$1.65—Black, white, grey, champagne, navy, suede and Cordovan. \$2.25 kind.

Women's "Penangle" Black Cashmere Stockings, 75c—Seconds of \$1.00 quality.

Women's Black Cashmere, Seconds—\$1.50 quality, for, pair, 95c.

Children's 65c White Ribbed Cashmere Stockings, 50c.

Children's 65c Black Cotton Stockings, Today 50c.

Men's Silk Socks, 45c—Black, white and splendid range of colors. Seconds of 85c quality.

Men's Plain Black Cashmere Socks—Seconds of 75c quality, for 50c.

Art
Needlework

Clearing odd lines in fancy baskets, work trays, scrap-baskets, etc. Regularly 95c to \$4.00. Rush price, today, 45c to \$2.00.

WELCOME-HOME PEN-NANTS of colored felt. Regularly 50c. Today, 25c.

JAPANESE LUNCH CLOTHS, in bollproof blue, rose and white. Size 72 x 72 inches. Regularly \$3.00. Today, \$2.25.

Simpson's—Fourth Floor.

Service
Stationery

Box containing 24 sheets, fine quality, embossed with maple leaves in dark blue enclosed in red border, and 24 envelopes. Regularly 50c. To clear, 25c.

FOR THE DANCE—Dance programmes in a number of dainty designs, including creases, priced at 30c, 35c, 40c, 50c and 60c dozen.

Dare Mable (a laugh). That's Me All Over, Mable (a scream).

By Edward Streeter and illustrated by Bill Brock. Each, 75c.
Simpson's—Main Floor.

Simpson's Market Today

Phone Adelaide 6100

MEATS AND FISH.

Canada Food Board License No. 9-025.

Government inspected meats only sold in the Simpson Market.

Brisket Best Boiling Cuts, per lb. 25c.
Shoulder Roasts Prime Beef, per lb. 21c.
Round Steak, Simpson quality, per lb. 30c.
Sirloin Steak, per lb. 24c.
Front-quarters Young Lamb, per lb. 28c.
Lamb Chops, rib or loin, per lb. 40c.
Family Sausage, our own make, lb. 25c.
Breakfast Bacon, mild, by the piece, per lb. 45c.
Smoked Hams, select, whole or half, per lb. 42c.

2,000 lbs. Fresh Frozen Lake Erie Herring, large size. Today, while they last, per lb. 9c.
600 lbs. Fresh Frozen Smelts, select, per lb. 20c.

Winter-caught Round Whitefish, lb. 15c.
Fresh Smoked Finnan Haddies, per lb. 18c.
Fresh Smoked Boneless Fillets, lb. 28c.
Scotch Skipped Herring, per pair, 12 1/2c.

GROCERIES.

Canada Food Board License No. 8-7531.

3,000 packets Green Peas, packet, 10c.

2,000 tins Finest Golden Haddie, tin, 19c.

2,000 bags Finest Manitoba Flour, Quaker Brand, 24-lb. bag, \$1.67.

One car Standard Granulated Sugar, in 5-lb. packets, 2 packets (one customer), \$1.14.

Fresh Rolled Oats, stone, 75c.

Simcoe Canned Spinach, tin, 18c.

500 jars Pure Raspberry Jam, jar, 20c.

Finest Canned Tomatoes, tin, 15c.

Pure Crabapple Jelly, No. 4 pall, 80c.

Egg-O Baking Powder, tin, 25c.

500 tins Rice and Milk, Holly Brand, tin, 15c.

Kingnut Butter, lb. 25c.

Finest Orange Marmalade, 1-lb. jar, 25c.

Pink Salmon, 1/2-lb. tin, 14c.

White Swan Pancake Flour, packet, 15c.

Crisco, 1-lb. tin, 23c.

Post Toasties, 2 packets, 26c.

Peanut Butter, in bulk, lb. 27c.

Spaghetti, 2 packets, 22c.

Split Peas, 3 lbs., 25c.

Table Syrup, 2-lb. tin, 25c.

Kilim, tin, 14c.

Japan Rice, 2 lbs., 25c.

Telford's Cream Sodas, packet, 22c.

Handsome Odd Rugs Clearing
Today at Great Reductions

\$165.00 Hand-Tufted Rug, \$107.00—Very thick quality. Soft shades of green with rose and brown border. Size 9 ft. x 12 ft.

\$175.00 Persian Fereghan Rug, \$129.00—Rich colorings, deep rose, fawn and green shades. Fine quality. Size 7 ft. x 11 ft.

\$325.00 Lariston Rug for \$250.00—Heavy quality with deep pile, soft colorings in old rose and blue. Size 9 ft. x 12 ft.

\$150.00 Turkey Rug for \$69.75—Regular colors of deep red, dark blue, and green. Slightly worn. Size 11 ft. x 11 ft.

\$78.50 English Wilton Rug for \$69.75—Small all-over design, rich rose shades, suitable for parlor or bedroom. Size 9 ft. x 12 ft.

\$132.00 Seamless Wilton Rug for \$119.75—Extra fine quality, rich colorings, conventional designs, suitable for dining-room. Size 9 ft. x 12 ft.

\$87.75 Heavy Wilton Rug for \$79.75—Fawn, tan and green shades, handsome parlor rug. Size 9 ft. x 12 ft.

\$75.00 Thick Wilton Rug for \$63.95—Tan and brown shades. Handsome Oriental design. Size 9 ft. x 12 ft.

\$115.00 Seamless Wilton Rug for \$99.50—Extra fine quality, closely woven, conventional pattern in fawn and brown shades. Size 9 ft. x 12 ft.

\$99.50 Imported Wilton Rug for \$89.95—One-piece rug. Fine and close weave. Brown and green shades. Size 8 ft. x 10 ft. 6 in.

\$75.00 Heavy Wilton Rug for \$67.95—Fine grade, small design, two-toned brown. Size 8 ft. 3 in. x 10 ft. 6 in.

\$115.00 Fine Seamless Wilton Rug for \$99.50—Extra fine quality in three colorings, useful patterns. Size 8 ft. 3 in. x 10 ft. 6 in.

\$79.50 Seamless Axminster Rug for \$69.95—All-over Oriental design, shades of deep rose, green and tan. Handsome living-room rug. Size 8 ft. 3 in. x 10 ft. 6 in.

\$59.75 Seamless Axminster Rug for \$53.95—Oriental designs, brown and green shades. Size 8 ft. 3 in. x 10 ft. 6 in.

\$41.95 Heavy Axminster Rug for \$37.95—Rich colorings in medallion design. Size 8 ft. 3 in. x 10 ft. 6 in.

\$2.25 to \$3 Aluminum Utensils \$1.98 Each



The. **SIMPSON** Company
Robert Limited

Wash Goods

Featuring particularly fabrics that will be in great demand for spring apparel—lovely qualities in pink, maize, rose, sky, French blue, sand, copen, mauve, natural, Alpine, lilac, white and black. Among the many:

Silk and cotton Georgetown Crepes, 36 inches wide. Yard, 75c.

Palm Beach Suitings, 36 inches wide, yard 75c.

Plain Colored Voiles, 38 inches wide, yard, 49c.

Firm Organdies, 40 inches wide, yard \$1.00.

Real Irish Pongee Linens, 28 inches wide, yard 75c.

Scotch Plain Gingham, 38 inches wide, yard 75c.

Simpson's—Second Floor.