1898 --- TWENTY-FIRST ANNIVERSARY, COMING-OF-AGE YEAR --- 1919

Stunning Imported Mid-season Millinery

A specially selected little group of charming new models—expressing the latest modes—many featuring smart effects for early spring wear. New bright shades and staple colorings. In the French Room, today, priced $13.50 to $25.00.

Simpson's—Second Floor.

Simpson's Midwinter Sale

Crepe de Chine and Jap Silk Waists $1.95

Crepe de chines are in white, flesh and mais. Jap silks in white. No exchanges, no refunds, no C.O.D.'s. Usually selling at $2.95 and $3.50. Today, $1.95.

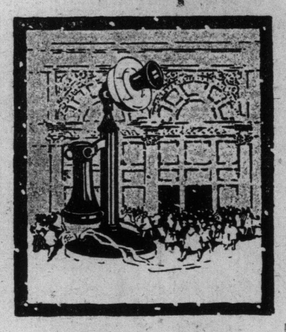
Simpson's—Third Floor.

Women's $4.50 House Dresses $2.95

Made from navy blue soisette. Finished with long sleeves and pretty tuxedo collar and cuffs of white cambric. Front laced with white. Sizes 34 to 44. Special value today, $2.95.

Simpson's—Third Floor.

Telephone Specials



Damask Table Cloths

Just 95 all told—manufacturers' seconds and odd lots—thrifty housewives will be quick to take advantage of such a money-saving opportunity. Pure linen with slight imperfections—good designs. Size 2 x 2½ yards. Bought to sell at from $8.25 to $12.50. Rush price today, $5.95.

Simpson's—Fourth Floor.

Belfast Linen Note

Package of 100 sheets fine linen surface. Per package, 23c.
Envelopes, per package of 25c, 7c.
Envelopes, per package of 100, 25c.
Oak Leaf Playing Cards. Special, per package, 18c.

Simpson's—Main Floor.

Men's Flannelette Night Shirts, $1.49

Pink and blue stripes on white ground. Collar and pocket. Sizes 15 to 20. Special today, $1.49.
Men's Underwear, 84c—Shirts and drawers—medium weight. Natural shade. Sizes 34 to 44. Special today, garment, 84c.

Simpson's—Main Floor.

Drugs and Toilet Goods

15c package Chloride of Lime. Special, 2 for 23c.
15c tin Daisy Lye. Special, 2 for 25c.
10c package Salts. Special, 7c.
78c bottle Apollo Emulsion Cod Liver Oil. Special, 59c.
52c bottle Wild Cherry Cough Cure. Special, 39c.
52c bottle Household White Liniment. Special, 39c.
28c bottle Apollo Parrish's Chemical Food. Special, 2 for 41c.
35c bar Castile Soap. Special, 2 for 59c.
13c bar Ivory Soap. Special, 2 for 23c.
15c tin Cleanali Hand Cleaner. Special, 2 for 27c.
50c Ebony Complexion Brushes. Special, 39c.
$2.50 Ebony Hair Brushes. Special, $1.95.
$1.56 Peg o' My Heart Toilet Water. Special, 98c.

EXTRA.

10,000 rolls Toilet Paper. Regularly 5c roll. Special, 6 for 29c.

Simpson's—Main Floor.

Berry Bros. Floor Wax 29c lb. Tin

Quality guaranteed—will not discolor floors or linoleums.

Clear Varnish Special 49c Quart

For furniture and interior woodwork—clear, crystal varnish—dries hard and glossy.

Simpson's—Sixth Floor.

Wool Greatly Reduced

Khaki 4-ply fingering wool—an even well-twisted yarn. Regularly $3.90. Today, pound, $2.98.

Luncheon Cloths, stencilled in conventional designs on Japanese cloth. Fast colors. Size 48 x 48 inches. Today, $1.49.

Knitting Cotton in white. Size 6 only. Today, 3 balls for 27c.

Japanese Scarfs—Blue stencilled designs on white. Fast colors. Size 16 x 50 inches. Special today, 49c.

Simpson's—Fourth Floor.

Infants' $4.00 Shawls, $2.95

Lovely white pure wool honeycomb shawls. Measuring 60 by 56 inches. Fancy border and knotted fringes. Extra special value, $2.95.

Children's 85c Princess Slips, 49c—White flannelette. Deep scalloped flounce of goods. Sizes 2 to 6 years. Special today, 49c.

Simpson's—Third Floor.

Handkerchiefs

Women's All-Linen Handkerchiefs, 3 for 43c.
Men's Irish Linen Handkerchiefs, 3 for 28c.
Women's Lawn Handkerchiefs, 6 for 23c.
Children's Colored Border Handkerchiefs, 6 for 19c.
Women's Fine Lawn Handkerchiefs, 3 for 24c.
Men's Lawn Handkerchiefs, 3 for 22c.
White Mercerized Knitted Mufflers, half price, at 29c.
Round Neck Satin Collars with ribbon or lace frills. Special, 95c.

Simpson's—Main Floor.

Women's Knitted Silk Scarfs, $1.29

Colors green, rose, pink, yellow and grey. On sale Neckwear Department. Today, $1.29.
White Knitted Mufflers, half price, 29c.
$1.50 Wool Scarfs, 75c.
$2.75 Wool Skating Sets, $1.95.

Insertions and Embroidery

Lace Insertions—Cotton lace insertions from 1 to 4 inches wide; 15c dozen or 2c, 3c, 5c and 8c yard.
Flannelette Embroidery; 10 inches wide. Cotton torchon edge. Regularly 25c. Today, yard, 10c.
Men's Colored Border Handkerchiefs, 3 for 28c.

Simpson's—Main Floor.

Rogers' Silver-Plated Spoons and Forks

Tea Spoons, plain bead pattern, bright finish. Regularly $2.50 dozen. Today, each, 13c.
Dessert Spoons, Dessert Forks and Medium Forks—Similar pattern to tea spoons. Regularly $3.75 and $4.00 dozen. Today, each, 21c.

Simpson's—Main Floor.

Telephone Specials.

Black Silk Poplins

Rich deep fast blacks only. Regularly $1.89 and $2.00. Today, yard, $1.69.
Shepherd Checks—40 to 50 inches wide. Today, yard, 69c.

Simpson's—Second Floor.

Notions

Black Monais Boot Laces — 36 inches long. Special, 6 pairs for 14c.
Wooden Skirt or Trouser Hangers. Special, 2 for 19c.
Imperial Silk Hair Nets, with elastic. All shades of brown, black and blonde. Special, 6 for 25c.

Simpson's—Main Floor.

1898 Coming of Age Year 1919

Store Opens at 8.30 a.m., Closes at 5.30 p.m.

Special Inducements in

Silks and Shantungs

For the South.

SUITING WEIGHT, all-silk natural shantungs. Regularly $2.00, for, yard, $1.79.

DRESS WEIGHTS, in fine quality pongees, ninghais and shantungs. Bright natural shades.
$1.10 qualities for 95c yard.
$1.25 qualities for $1.10 yard.

IVORY HABUTAI SILKS, 36 inches wide. Guaranteed first choice "Echizen" qualities. Yard, 64c, 79c and 95c.

BLACK SATIN PAILLETTES, of Swiss manufacture. 35 and 36 inches wide. Regularly $2.19. Today, yard, $1.88.

IVORY "HIRASHIKI" SUITING SILKS AND WASH SATINS, for southern wear. 36 in. wide. Yard, $2.00 and $2.50.

Simpson's—Second Floor.

Silk and Wool Dress Fabrics

FRENCH EOLIENNE CHIFFON, 40 in. wide. Yard, $2.50.

NEW CREPE SATIN, 40 in. wide. Yard, $2.95.

NEW CREPE ONDINE, 40 in. wide. Yard, $2.50.

FAILLE BENGALINE, 40 in. wide. Yard, $2.95, $3.50 and $4.00.

SILK AND WOOL SATIN, 40 in. wide. Yard, $3.50.

SPECIAL! 36-INCH SILK POPLIN, $1.49. Extra quality, in every wanted shade.

Simpson's—Second Floor.

$9.50 Blankets $8.45

White union wool. Size 64 x 82 inches.

$3.95 COMFORTERS, $2.95. Silkoline, in dark serviceable colorings. Size 72 x 72 inches.

$1.00 SHEETING 75c YARD. Bleached—extra good quality, 70 inches wide.

55c PILLOW COTTON, 43c YARD. Circular. 44 in. wide. 500 yards to clear.

$4.50 BEDSPREADS, $2.95. White crocheted spreads. Large size, 80 x 100 inches. Hemmed. Today, special, $2.95.

60c NAINSOOK, 39c YARD. Fine quality. 36 in. wide.

75c NAINSOOK, 55c YARD. Medium weight. 36 in. wide.

$6.00 SHEETS, $3.95 PAIR. Extra good quality, with linen finish. Size 70 x 90 inches. Hemmed. 49 pairs to clear today, pair, $3.95.

Simpson's—Fourth Floor.

Children's Coats---Half Price

The Most Wonderful Money-Saving Opportunity in Children's Wear We Have Offered in Many Months

No Phone or Mail Orders.

Exclusive New York model coats that represent the last word in style, fit and finish, being the creations of the most expert designers of clothes for tiny tots:

$9.50 Coats for	4.75	$20.00 Coats for	10.00
$12.50 Coats for	6.25	$25.00 Coats for	12.50
$16.50 Coats for	8.25	$30.00 Coats for	14.95

Wool Broadcloths, Velours, Chinchillas, Black Plushes, Imported Velvets, Burella Cloths, Zibelines, Frieze Cloths and Wool Blanket Cloths.

Empire styles, smocked styles and belted models. All richly lined. Two of the many illustrated. Trimmed with fur and fur plushes. Colors burgundy, sand, Alice blue, navy, copen, grey, wine, and several shades of brown or green. Sizes 2 to 6 years in the lot. No phone or mail orders. Shop at 8.30 a.m.

GIRLS' "QUEEN QUALITY" COMBINATIONS. White wool and cotton mixture. High neck, long sleeves. Ankle-length drawers. Special sale price today, 6 to 10 years, $2.65; 12 to 14 years, $3.25.

Simpson's—Third Floor.

Big Reductions on Women's Coats Today

For Clearance Before Stock-taking, We Offer the Following Extra Special Values in Smart Winter Coats. No Exchanges, No Refunds, No C.O.D.'s.

At $10.95—Serviceable tweeds and velours, in attractive styles. Every coat wonderful value. Originally $15.00 and $18.00. Today, $10.95.

At $16.50—Coats from regular $25.00 stock, in good quality velour. Many styles and choice colors.

Women's Smart Dresses, $17.95

We were so fortunate as to secure another shipment of high-grade wool serge dresses at a low price—hence this special offer. Several styles are shown—military braid, fringe and button trimmed. $25.00 value. No exchanges, no refunds, no C.O.D.'s. Today, special, $17.95.

Women's Extra Size Skirts, $13.50

Made in fine quality serge on a neat fitting yoke. Straight front, gathered back, and loose side panels trimmed with novelty buttons. Colors are black and navy. Come in sizes 31 to 36 waistband. On sale today at $13.50.

Simpson's—Third Floor.

MISSES' Evening Frocks

Featuring Shimmering Fabrics, Picturesque Designs and Radiant Colors.

Crisp tulles and nets—frilled and ruffled—lustrous satins and silk brocades, prettily draped—georgettes in piquant Watteau, Shepherdess and simple straight designs—and the favored metal tissues—were used to create the dozens of bewitching frocks you will find in the Misses' Department.

Such gay shades as victory red, rose, pekin blue and green, or pastel tones of pink, blue and yellow are favored—white metallic lace, sparkling sequin, delicate beading and flowerets lend added beauty. Priced $32.50 to $65.00.

Simpson's—Third Floor.

M-E-N

YOUTHS' OVERALLS, $1.25—150 pairs. Regulation style—dark blue with white stripe. Sizes 28 to 32. Today, $1.25.

MEN'S OVERALLS, $1.50—350 pairs. Strongly made, in regulation bib style. Plain blue or black. Sizes 34 to 46. Today, $1.50.

MEN'S MACKINAW COATS, $12.50 — All-wool—dark grey, black and brown and black overplaid. Extra heavy weight material, in the regulation double-breasted model. Sizes 36 to 46—$12.50.

MOLESKIN SHEEP-LINED COATS—Lined with heavily fleeced prime sheepskins. Wide cravenette collar, leather reinforced fasteners, and pockets, leather armshield, warm kersey sleeve linings, and knitted wool wristlets. Sizes 38 to 48—$16.50.

Simpson's—Main Floor.

Boys' 79c Sweater Coats at 55c

Union yarn. Roll collar. Sizes 26 to 32. Today, 55c.

BOYS' WINTER UNDERWEAR AT 49c—Shirts and drawers—fleece lined. Natural shade. Sizes 22 to 32. Today, 49c.

Simpson's—Main Floor.

Sale---Women's Queen Quality and Countess Boots, Today at $5.95 Pair

No Mail, 'Phone or C.O.D. Orders and No Refunds or Exchanges on Sale Footwear.

Style 125-C—Beautiful black kid lace boots. High black cravenette top. Guaranteed welt rubber soles. Spanish heels. Today $5.95.

Style 315—Women's grey kid lace boots. High cut top, flexible McKay sewn sole, with white ivory welt. Spanish heel. Regularly $9.00. Today, $5.95.

Styles 132 and 133—Regular $7.00. All black kid, lace or button, long plain vamp, medium weight sole. High heel. Today, $5.95.

Style 323—Women's all-brown kid lace boots. Plain vamp, 9-inch top, medium weight sole, Spanish heel. Regularly $8.00. Today, $5.95.

Men's Boots Reduced to $5.25

Victor and Aylmer brands, in dongola kid, gunmetal, patent colt and mahogany calf leathers. Straight lace and blucher styles. All sizes in the lot from 5 to 11. Regularly $7.00, $8.00 and $9.00. Today, $5.25.

Boys' Gunmetal Boots

Blucher style, with neat round toe; full plain quarter, and solid leather McKay sewn soles. Sizes 1 to 5. Today, $2.50.

Women's Cosy Slippers

Ribbon Trimmed Felt Slippers, fur trimmed, also felt Everett slippers, with turn soles. Regularly $1.35 to $1.75. Today, 95c.

Simpson's—Second Floor.

Simpson's Monday Market

Phone Adelaide 6100

MEATS AND FISH.

Canada Food Board License No. 9-029.

Fresh Beef, lean, boneless, for stewing, per lb., 20c.
Fresh Brisket, best boiling cuts, special, per lb., 18c.
Shoulder Pot Roast, tender beef, per lb., 18c.
Fresh Veal for Pot Pie, per lb., 22c.
Round Steak, finest beef, per lb., 30c.
Breakfast Bacon, mild, sliced, per lb., 48c.
Cotosuet Shortening, 3-lb. pails, gross weight, per pail, 85c.
Fresh Smoked Finnan Haddies, per lb., 18c.
Fresh Smoked Ciscoes, per lb., 20c.
Scotch Kippered Herring, per pair, 12½c.
Shredded Salt Cod, per package, 12½c.

GROCERIES.

Canada Food Board License No. 8-7531.

Monarch Flour, 24-lb. bag, $1.49.
2000 lbs. Morris' Oleomargarine, lb., 32c. (Only 5 lbs., to a customer).
Glassco's Raspberry Jam, 4-lb. pail, $1.00.
Standard Granulated Sugar, 10 lbs., $1.14.
Choice Rice, 3 lbs., 33c.
Purity Oats, large package, 30c.
Cocoa, in bulk, lb., 24c.
White Beans, 2 lbs., 24c.
Gold Dust Cornmeal, 7 lbs., 45c.
Eagle Brand Blueberries, tin, 19c.
Prunes, 2 lbs., 28c.
Salt, 2 packages, 19c.
Fels Naptha Soap, 3 bars, 24c.
Sunlight, Surprise, Comfort, Borax and Gold Soap, 4 bars, 30c.
Lenox Soap, 5 bars, 34c.
P. & G. Naptha Soap, 4 bars, 30c.
Simpson's Big Bar, bar, 14c.

FRUIT SECTION.

California Navel Oranges, Sunkist Brand, dozen, 49c.
Baldwin Apples, 6-qt. basket, 45c.
Choice Grapefruit, large size, 2 for 25c.
Choice Parsnips, 6 lbs., 15c.
Yellow Turnips, 3 for 10c.

POULTRY SECTION.

Scratch Feed, 6 lbs., 27c.
Baby Chick Feed, 6 lbs., 31c.
Mica Grit, 6 lbs., 10c.
Predigest Laying Meal, 6 lbs., 25c.

The Robert SIMPSON Company Limited

MONDAY BASEMENT SALE

Phone Main 7841

$1.98

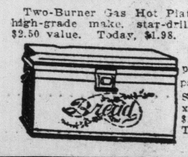
Wear-Ever Aluminum Windsor Kettles, 5-quart size, with aluminum cover; $2.50 value. Today, $1.98.

35c

Wear-Ever Aluminum Saucepans, 1-quart size. To be sold as samples of this high-grade ware at about half regular price. Today, 35c.

Aluminum Coffee Percolators, six-cup size, ebony finished handle, $3.00 value. Today, $1.98.

Two-Burner Gas Hot Plates, Gurney's high-grade make, star-drilled burners; $2.50 value. Today, $1.98.



Bread Boxes, pearl grey japanned finish. Size 18 x 11 x 11½ ins.; $2.00 value. Today, $1.39.

Aluminum Ware

Aluminum Double Boilers, 2-qt. size; 288 to sell today, each, $1.95.

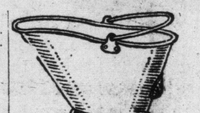
Aluminum Tea Kettles, 2-quart size, 500 to sell today, each, $1.75.
Aluminum Tea Kettles, 7-quart size, 144 only to sell today at $3.89.

Aluminum Tea Pots and Coffee Pots, 2-qt. size. Today, $1.95 each.

Food Choppers, large family size. Cuts meat, vegetables; coarse, medium and fine; 72 only to sell today, $1.69 each.

Garbage Cans, galvanized iron, bail handle, slip-over cover, two sizes. Today, $1.25 and $1.45.

Laundry Supplies



Coal Scuttles, black japanned finish. Today, 89c.
Furnace Shovels, long D top handle, strong steel scoop. Today, 98c.

Banner Rocker Ash Sifters, galvanized iron, dustless in operation—saves its cost in a few weeks—serves also as an ash can; 72 only to sell today, each, $2.62.

Rancher Laundry Stoves, with two 9-inch hole top, draw centre grates. A great convenience on wash-day. Regularly $8.95. Today, $6.95.

Galvanized Iron Water Pails, 10-qt. size, 59c.

Copper Bottom Wash Boilers, $1.69 Each—Heavy tin sides, No. 8, flat copper bottom; 300 only to sell today, only one to a customer, $1.69.

Galvanized Iron Wash Tubs, rust-proof, light, strong and durable. No. 10 size, 18 ins., $1.15; No. 11 size, 21 ins., $1.45; No. 12 size, 23 ins., $1.65; No. 13 size, 25 ins., $1.85.

Wash Boards, metal face, well made. Today, 35c.

Clothes Horses, three folds, 4 ft. high, 75c; 5 ft. high, 85c.

Corn Brooms, 67c Each

Corn Brooms, 4 string, medium weight, well made, not more than two to a customer. Today, 67c each.

Clothes Lines, strong hemp line, 50 ft. long, 35c; 100 ft. long, 89c.

Spring Clothes Pins, a very desirable kind, 4 doz. 5c.

Standard Washing Machine, $6.95

Round tub, dolley action, quick and easy to operate, and good washer. 35 only to sell, today, $6.95 each.

The Viking Clothes Wringer, at $3.95—Has solid rubber rolls, guaranteed three years from date of purchase, enclosed cogs, ball bearings, $6.95.

The Universal Polish Mop, 75c Each—A good big mop with a removable pad for cleaning, an adjustable handle. Cleans, dusts and polishes hardwood floors, linoleums, oilcloths, etc., 75c.

Mop Sticks, spring clamp. Today, 25c.

Oak Heaters, Gurney's high-grade make, with feeder. An excellent heating stove, duplex bar grates, nickel trimmed, body is 11 in. diameter, height 47½ in. Regularly $15.50. Today, $12.95.

In the China Department

Thin English Prettily Decorated Cups and Saucers. Regularly $2.40 doz. Today, cup and saucer for 15c.

300 dozen Thin Clover Leaf English Cups and Saucers. Today, special, cup and saucer, for 15c.

300 dozen only, Thin White Kermis-shape Cups and Saucers; 8.30 a.m. special, today, cup and saucer, for 12c.

White - Rimmed English Pudding Bowls, special ½-pint, 10c; 1-pint, 13c; 1½-pint, 16c; 2-pint, 23c; 2½-pint, 29c.

500 Brown Fireproof White - lined Flat-shape Custard Cups. Regular $1.20 dozen. Today, special, each, 5c.

23c

Clear Glass Flower Vases, 10 to 14 in. sizes. Today, special, each 23c.

15 $28.50 Dinner Sets, $19.95 — Thin English ware. Dainty rosebud border decoration. Gold line on handles and edges, 97 pieces.

350 only, English Decorated Teapots, 4, 5 and 6-cup sizes. Phone orders filled. Today, special, each, 49c.

Covered Glass Sanitary Butter Blocks. Today, special, each, 25c.

SPECIAL SELLING TABLE TUMBLERS.

No. 1, 8c Each. No. 2, 8c Each. No. 3, 8c Each. No. 4, 8c Each.