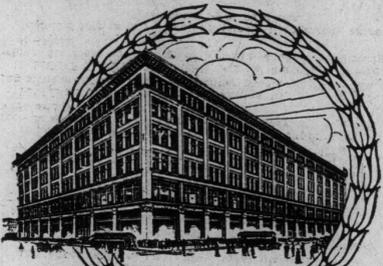


1898 --- TWENTY-FIRST ANNIVERSARY, COMING-OF-AGE YEAR --- 1919 Sale of "100 SPECIALS" TODAY



ANNIVERSARY

1898 Coming of Age Year 1919

Women's Velour Coats \$25.00

Many attractive styles of the kind that have been popular sellers this season at much higher prices. Made from wool velours in brown, navy, taupe and burgundy. Large crush collars and fancy pockets. No exchanges, no refunds, no C.O.D.'s. Special value today, \$25.00.

A Rousing Special in Women's Serge Dresses \$7.95

Grouped from regular higher priced stock to sell at a price that would not cover cost of material. Several styles—plain or pleated, embroidered or braided. Colors navy, black, myrtle, wine or oyster. No exchanges, no refunds, no C.O.D.'s. Specially priced to clear today at \$7.95.



Misses' Dresses at \$13.95

Excellent styles developed in good quality satin or fine serge. Pleated and plain skirts—plain or prettily embroidered bodices. Many shades. Regularly \$22.50 to \$25.00. No exchanges, no refunds, no C.O.D.'s. Today only \$13.95.

Extraordinary Value in Misses' Wool Velour Coats \$29.75

Cleverly fashioned styles, with the appearance and fit of much higher-priced models. Large convertible collars of plush or self-noisy pockets and button trimming. No exchanges, no refunds, no C.O.D.'s. Special value today, \$29.75.

Infants' and Children's Wear

GIRLS' \$1.50 COMBINATIONS, 75c—Ribbed white wool-finished cotton. High neck, long sleeves. Ankle-length drawers. Sizes 6 to 12 years. No phone or mail orders. Only two to a customer.

CHILDREN'S \$2.85 SWEATER COATS, \$1.95—Some with belts or sashes. Contrast roll collars, sailor and military patch pockets. Colors grey, navy, brown and cardinal. Sizes 6 to 12 years. No phone or mail orders. Regularly \$2.85 to \$3.50. Today, \$1.95.

INFANTS' WHITE DRESSES of fine white velour or dimity. Dainty yokes trimmed with fine lace insertions, embroidery and silk ribbon rosettes. Sizes 6 months to 2 years. Almost half price today, 89c.

BOYS' \$6.00 VELVET SUITS, \$3.50—No phone or mail orders. Coat style, in rich brown velveteen of extra quality. Dainty collar, pocket and separate belt. Lined throughout. Knee pants, with buttonholes at waist. Sizes 2 to 5 years. Extra value today, \$3.50.

Wall Papers 23c a Roll

Enough of a pattern for one or two rooms only. Tapestry effects in verdure and scenic patterns. Textile weaves and stipples, conventional designs in artistic colorings. Regularly 35c to \$1.00. Today, roll, 23c.

CHINTZ PAPERS FOR BEDROOMS, 12 1/2c—All-over floral patterns in yellow and rose on light ground—shadow overprint effect.

Army Service Wagons

Size 11 inches x 22 inches. Sale price, \$2.38. Size 13 inches x 26 inches. Sale price, \$2.69. Metal boxes painted khaki and stenciled—heavy steel gears and wheels—best handles for steering.

American Chintzes—Half

Odd bolts of desirable chintzes with light and medium grounds and effective floral and conventional patterns. 30 to 36 inches wide. Regularly 75c to \$1.49. Today, special, 35c to \$1.00.

Semi-Indirect Fixtures \$5.80

20 only, Flemish finished single hanger, supporting 14-inch or 16-inch bowl. Etching in Adam design in grey or old ivory. Regularly \$9.60 and \$11.60—\$5.80.

HALL LIGHTS, with 1 chain hanging from ceiling canopy—including mission lantern shade with amber panels. Brush brass finish, \$2.55. **3-LIGHT CEILING FIXTURE**, 20 only, 3 arms supported by canopy, which fits close to ceiling, with white shades. Regularly \$5.25 and \$5.45—\$2.75.

Installed free in city—fees and joints (if required) extra. Simpson's—Sixth Floor.

Drugs and Toilet Goods

ROGER & GALLET PERFUMES—the popular odors. Carnation, Jockey Club, Peacock, Espagnole, Bouquet d'Amour, Violet de Parme. Regularly \$1.50. Special, 89c.

PYRE'S FACE POWDERS in assorted colors and perfumes. Regularly \$1.50. Special, \$1.29. **TOOTH BRUSHES**, Regularly 25c. Special 19c. **IVORY HINGED POWDER BOXES**, Regularly 50c. Special, 39c. **IVORY MANICURE PIECES**, Regularly 25c. Special, 19c. **ASSORTED SOAPS**—different perfumes. Regularly 10c. Special, 7c for 17c. War Tax included.

Simpson's—Main Floor. L. SIMPSON DRUGS

Our store news today tells of what will be high-water mark in our Midwinter Sale. Many things contribute to this result. Our semi-annual stock-taking occurs next week. To keep all stocks new and up-to-date we put a time limit on department managers and buyers. Next week the time limit expires on a lot of winter goods. Their necessity is your opportunity. And, besides, in this, our coming-of-age year, like the consciousness of strength that comes with arrival at man's estate—there's a new "punch" in the business. The values are simply extraordinary.

Simpson's Midwinter Sale

Swiss Collar and Cuffs 10c

Swiss Turn-over Collars, with cuffs to match, beautifully embroidered. Regularly 35c and 50c. Today 10c.

Odd pieces of silk and spangled dress nets. Some slightly soiled. Regularly 75c and up to \$1.50 yard. Today at, yard, 49c.

Skating Sets, \$1.95

\$2.50 and \$3.00 Wool Skating Sets, on sale Lace Department, at \$1.95.

\$7.00 to \$10.00 Necklaces, \$4.95

Bird, floral and scroll designs, in 10k. and 14k. Necklaces, set with pearls. Regularly \$7.00 to \$10.00. Today \$4.95.

\$9.00 to \$12.00 Pendants, \$5.95

14k. and 10k. Gold Pendants, with chain. Cameo, onyx, amethyst, peridot and diamonds, set with pearls. Regularly \$9.00 to \$12.00. Today \$5.95.

\$3.00 Cameo Rings, \$1.89

10k. Gold Cameo Rings, in three sizes of ovals, with bead setting. Regularly \$3.00. Today \$1.89.

100 Brooches—Half Price Regularly \$2.50 to \$20.00, at \$1.25 to \$10.00.

Pearl, Diamond, Cameo, Amethyst and Peridot Set Brooches and Bar Pins. No exchanges or refunds.

Soldiers' Diary and Note Book With pencil attached. Cloth, regularly 50c, today 39c. Leather, regularly \$1.00, today 75c.

Waxed Paper—Regularly 5c roll. Today, 7 rolls for 25c.

Notions

Gold Medal Knitting Cotton, all sizes. Special, 3 balls for 25c.

Sanitary Towels, seamless, six to package. Special, package, 31c.

Brass Pin Sheets, non-rustable, 200 pins to sheet. Special, sheet, 5c.

Folding Wire Coat Hangers, special, 6c.

Silk Hair Nets, all-over fringe style, in mid and dark brown. Regularly 5c. Special, 8 for 25c.

Defender Safety Pins, 12 assorted pins to card. Special, 3 cards for 10c.

3 Rousing Silk Specials

\$1.00 QUALITY 33-INCH NATURAL SHANTUNG-PONGEE SILKS for 79c yard.

YARD WIDE SILK HABUTAIS in ivory and pinks. Regularly \$1.25, for 98c yard.

BLACK SILKS, including chiffon-taffetas, satin-messalines and paillettes. Regularly \$2.50 and \$2.63. Today, yard, \$2.24.

SILK POPLINS, \$1.38 YARD—Lovely shades of taupe, grey, purple, navy, oyster, wine, Russian, nigger, black. 36 in. Today, special, \$1.18.

ENGLISH WORSTED SHEPHERD CHECKS—In small, medium and large checks. 40 to 48 in. wide. \$1.00 and \$1.25 value. Today, special, yard, 69c.

Farmer's Black Satins, 95c Yard—54 inches wide. A great wearer for coat linings, aprons, undershirts, children's bloomers, etc. Fast deep silk—sheer finish. Worth \$1.50. Special, per yard, 95c.

Important Wash Goods Specials

BLACK LAWN MILL ENDS—Lengths of 1 to 4 yards. 36 inches wide. Low priced today, yard, 15c.

STRIPED VOILES—Twelve attractive designs. 36 and 40 inches wide. Regularly 39c and 50c. Today, yard, 25c.

Chic Lingerie Waists \$1.49

A Sensational Sale of Exquisite Models of \$1.95, \$2.50, \$3.00 and \$3.50 Qualities.

Odd pieces and small quantities of unusually good voiles, embroidered, fllet and other laces, made up into 17 beautiful styles.

Featuring rounded collarless, slip-over, fichu and big-collared designs. Also semi-tailored styles with long roll collars and groups of pin-tucking. Sizes 34 to 44 in the lot. No exchanges, no refunds, no C.O.D.'s. Marvellous value today, \$1.49.

Final Clearance of Woolen Skating Sets \$1.95

Imagine! Here are Scarfs and Caps of soft brushed wool that sold regularly up to \$6.50, on sale at one low price today.

All are full sixty-inch scarfs and pretty tam or close-fitting caps to match.

Solid sports colors as well as combinations of white with colored stripes, plaids and Roman stripes. Extraordinary value today, \$1.95.

Small Women's Boots 95c

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

1,000 pairs Button and Lace Boots, in patent leather, gummetal and black kid leathers. Some have Goodyear welt soles, plain vamps and patent and kid tips. Cuban and medium heels. Sizes 2 1/2, 3, 3 1/2, 4 and 4 1/2. Today, 95c.

WOMEN'S SLIPPERS, 95c—Broken sizes. Julietts, with flexible sole and heel, velvet slipper ribbon trimmed, coarser leather soles, Arctic cloth slippers, with roll collar. Regularly \$1.25 and \$1.75. Today, 95c.

MEN'S AND BOYS' RUBBERS—First quality. Heavy gridiron soles. Men's sizes, 6 to 11, at \$1.15; boys' sizes, 1 to 5, at 85c; youths' sizes, 11 to 13, 95c.

MEN'S HIGH-CUT BOOTS, \$4.25—Broken sizes. Uppers of heavy tan grain calf leather. Black kid leathers. Insole and double viscolized waterproof outer sole. Sizes 8 to 11. Only one pair to a customer. Today, \$4.25.

MEN'S LEATHER-LINED WORK BOOTS, \$4.25—Heavy Box Kip Blucher Boots. Solid leather insole—extra heavy outer sole. Sizes 7 to 11. Today, \$4.25.

BOYS' BOOTS, \$1.99—Blucher cut, made of dongola kid leather. Sizes 8, 9 and 10, also sizes 11, 12 and 13. In box kip or dongola kid leather. Today, \$1.99.

Butcher Knives, Bread Knives, Steak Knives, a large assortment of good serviceable kitchen knives, with sharp steel blades; 85c, 40c and 45c value. Today, each, 25c.

HOME NUT CRACKERS, will crack any kind of a nut, quickly and easily. Clamps on to table. Regularly 95c. Today, 49c.

TIN OVERSEAS BOXES, suitable also for small cake or bread box, etc. Size 8 x 8 in. Regular 25c. Today, each, 10c.

CAST IRON SPIDERS OR FRY PANS, with white enamel lining. Two sizes, No. 8 and No. 9. Regularly \$1.10 and \$1.25. Today, each, 75c.

GREY ENAMEL CHAMBERS, size 9 1/2 x 5 in. 50c value. Today, each, 25c.

\$28.50 DINNER SETS, AT \$17.95—White English ware, French border decoration. Gold line on handles and edges, 87 pieces. Regularly \$28.50. Exceptional value today, \$17.95.

66c TEAPOTS AT 39c EACH—250 only, brown and green, prettily decorated English teapots in four and five cup sizes. Phone your order. Today, special, each, 39c.

The SIMPSON Company Limited

3 Remarkable Nightgown Specials

At 99c—White cotton, square necked style, with button front. Yokes of heavy Swiss embroidery and hemstitching.

At \$1.68—Fine white cotton, slip-over or button front styles. Yokes of Swiss embroidery and pin tucking. Long or short sleeves.

At \$1.95—Specially finished cotton nightgowns in two pretty slip-over designs. Embroidered or with dainty yoke.



Maid's Afternoon Aprons 49c

Made of fine quality dotted muslin. Trimmed with wide Swiss embroidery. Special value, 49c.

WOMEN'S STRIPED PRINT BUNGALOW APRONS, with short kimono sleeves, pocket and belt. Excellent value. Today, 85c.

MAIDS' FINE LAWN APRONS, with bibs and shoulder straps of Swiss embroidery. Today, 55c.

WOMEN'S WHITE COTTON DRAWERS, in wide umbrella design. Frills of Swiss embroidery. Both styles. Special, today, 59c.

WOMEN'S "HARVEY" COMBINATIONS, made of extra fine ribbed cotton. High, low or Dutch neck, long, short or elbow sleeves. Ankle-length drawers. Some New Mode style. Today, special, \$2.48.

WOMEN'S LIGHT-WEIGHT VESTS, made of finely ribbed cotton, with lace yokes. Today, 23c.

High-Grade Corsets \$1.89

Such famous makes as "Goddess" (front laced), Royal Worcester, E.T. D. & A. Royale. Made of best quality coutils, in models for slender and average figures. Medium and low bust. Sizes 19 to 30 in the lot. Regularly \$2.50 to \$4.00. Today, \$3.00 a.m. Special, \$1.89.

Men's \$35 to \$40 Suits \$27.95

52 Blue Suits, Morning Coat Suits and Scotch Tweed Suits for men, stout men and young men.

Odd sizes and broken lines of regular \$35.00 and \$40.00 grades. Morning coat suits of dark grey English chevrons with striped worsted trousers. Semi and form-fitting saque models in blue chevrons, worsted and tweeds.

Sizes 36 to 38, regular in Morning Suits.

Sizes 36 to 44, regular in Saque, Blues and Tweeds.

Sizes 37 to 44, Stout Men's Blue Suits.

On sale today at \$27.95.

Men's Black Mackinaw Coats, \$5.95

Developed in all-wool, 10-oz. black Mackinaw cloth, regulation model, woollen wristlets and reinforced pockets. Sizes 38 to 46. Today, \$5.95.

Men's \$1.25 Shirts at 95c

All new patterns in neat stripes. Coat style, with soft double French cuffs and laundered stiff cuffs. Sizes 14 to 17. Today, 95c.

Men's Silk Mufflers at \$1.98 Regularly \$4.00, \$5.00 and \$6.00.

In complete lines. Silk knit with heavy fringed ends. Roman stripes, cross-bars, multi-colors and plain colors. Regularly \$4.00, \$5.00, \$6.00. Today, \$1.98.

Men's 25c Collars, 9c—3 for 25c

Men's and Boys' Arrow Brand Collars, "Gothic" style. Double fold standing. All first quality. Sizes 13 1/2 to 15 1/2. Regularly 25c. Today, 9c, 3 for 25c.

Children's \$4.50 and \$5.50 Muskrat Hats, \$2.95

Hussar and Turban Style Muskrat Hats, for children, with earbands. Today, special, \$2.95.

Men's Soft Felt Hats, 75c

Telescope and Fedora Style Soft Felt Hats, shades of brown, olive, navy and steel. Regularly \$1.50 and \$2.00. Today, special, 75c.

Simpson's Wednesday Market Phone Adelaide 6100

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|--|------|
| WEATS AND FISH—Canada Food Board License No. 9-022. | |
| 800 LBS. ROUND STEAK, special, per lb. | 26 |
| 500 LBS. SIRLOIN STEAK, special, per lb. | 23 |
| 200 LBS. WING STEAK, special, per lb. | 20 |
| 100 LBS. PORTERHOUSE STEAK, special, per lb. | 22 |
| 600 LBS. BLADE ROASTS, prime, special, per lb. | 23 |
| 100 ONLY, FRONT-QUARTERS YOUNG LAMBS, special, per lb. | 22 |
| 500 ONLY, SWEET PICKLED PORK SHOULDER, 6 to 8 lbs. each, special, per lb. | 25 |
| 500 PAIRS H.A. PURE LARD, 5 lbs. gross weight, special, per pair | 1.55 |
| WINTER-CAUGHT WHITEFISH, round, per lb. | .17 |
| FRESH BOILED OATS, stone, 10c. | |
| FRESH FROZEN LAKE ERIB HERRING, large, per lb. | .11 |
| FRESH SMOCKED FINNAN HADDIES, per lb. | .17 |
| GROCERIES | |
| Canada Food Board License No. 8-191. | |
| 2,000 tins Finest Golden Haddock, per tin, 18c. | |
| 1,000 tins Finest Manitoba Flour, Quaker Brand, 7 1/2 lb. bag, \$1.57. | |
| 1,000 tins Oprey Herrings, tin, 15c. | |
| One car Standard Granulated Sugar, in 4-lb. packages, 2 packages, \$1.14. | |
| Simpson's Canned Spinach, tin, 18c. | |
| 100 jars E. D. Smith's Raspberry Jam, jar, 39c. | |
| Finest Canned Corn or Tomatoes, per tin, 18c. | |
| Egg-O Baking Powder, tin, 25c. | |
| 1,000 tins Oprey Herrings, tin, 15c. | |
| Morris' Oleomargarine, lb. 24c. | |
| Finest Orange Marmalade, 15-oz. jar, 34c. | |
| White Swan Pancake Flour, package, 15c. | |
| Crisco, 1-lb. tin, 35c. | |
| Port Toasties, 2 packages, 25c. | |
| Peanut Butter, in bulk, lb. 27c. | |
| COFFEE SECTION | |
| Fresh Roasted Coffee, in the bean, ground pure, or with chicory, today, lb. 85c. | |
| Edwardsburg Laundry Starch, 5-lb. package, 30c. | |
| Diagrams' Electric Soap, 3 bars, 50c. | |
| Canned Peas, tin, 15c. | |
| Bluebell Jelly Powders, 2 packages, 25c. | |
| FRUIT SECTION | |
| Fresh Roasted Coffee, in the bean, ground pure, or with chicory, today, lb. 85c. | |
| California Naval Oranges, Sunken Brand, good size, box, 50c. | |
| Choice Grapefruit, large size, 3 for 25c. | |
| 1,000 6-qt. Baskets Spy Apples, each, 10c. | |
| Choice Carrots, 12 lbs. 20c. | |
| Imported Root Horse Radish, lb. 25c. | |

HARRY LAUDER

Some of his new and old favorites.

Laddies Who Fought and Won, \$1.50.

Granny's Laddie, \$1.50.

North, South, East and West, \$1.50.

Hear these and other Lauder records in our Victrola Department. We deliver records. Phone Main 7841.

Simpson's—Sixth Floor.

FOR 58 CHESTNUT Solid brick, det hot water heat hardwood floor. H. H. 38 King Street.

FROBS: RU Situ Gro BOLSH ARE NO A GE 'Assault on Allies of SHELL Difficult main in Te Archangel, troops are head south position Russian army Waga River, kurak. They erable activity the Tania Riv sible to deter will only if an enemy has in the vicinity of prepared for a Shenkursk set Sunday the heavy bombard fantry the Am tions at Ust. I post withdrawn tack on the pulsed with been no infant has been a co the village. T vigorously rep of 16 degrees simple bomb direct hits positions. Fight in the fighting weather, but t that it is diffi to remain in of time. The Bolshev American post Railway. Wit days early in forces attention dition southwa road and on t fensive on th several month of the Bolshe that in the vic "drive the all in March." Along the 3 the Russian ar raided the 3 miles southe either killed 4 sheviki gémristis and other ex documents. 7 suffer a singl Suffere London. Ja forces in north a severe defe received by t from Copenha that great pe reported from try, and that er ordered his Town of Sino

ARMED 0 Policeman. Arrests Hi John Marks Raybold avert this morning highway robli rested on Ru side of the Bowle of Cow on his way ho Marks was Runnymede r men, George road and the mede road w the street co up to them; a short d where the t Marks tied a his face, and his pocket. West to hold Both men a the prisone them, when d up behind hi with Marks s the gun from in a motor Marks into t tion.

BR British and land will clo office as fo mall at 6 a.m. supplementary a.m. Friday, 3. (entered mail) Jan. 22, 1919; ed mail at 10 1919.