

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

Store Opens at 8.30 a.m. Daily

# SIMPSON'S

Store Closes at 5.30 p.m. Daily

## Sale! 65 High-Grade Overcoats Going Today \$25 Each

### Regular \$28.00 to \$40.00 Models

Forehanded men will buy their overcoats now for next winter. Simply because the assortments are incomplete and sizes somewhat depleted, the selling price has been sufficiently lowered to compel an immediate clearance today.

They're handsome overcoats, developed in heavy tweed and cheviot coatings. Dressy shades and patterns. Chesterfields, slip-on, ulster and trencher models, from celebrated makers. Sizes 34 to 44. Today \$25.00.



### 5-Factory Purchase of Shirts at \$1.29

High-Grade Arrow, Forsyth, Tooke, Peck and Strand Qualities Regular \$1.75, \$2.00, \$2.50 and \$3.00 Shirts

Opportunity extraordinary! Buy sufficient for the entire year of these classy new shirts and save wonderfully. The shirts are developed in beautiful fabrics, attractively patterned and designed. Perfect fitting bodies, sleeves and neckbands.

Stout men will find plenty of sizes 15½ to 18. All shirts have double cuffs or laundered stiff cuffs. Coat style. Sizes 14 to 18. All one price today, each \$1.29.

Simpson's—Main Floor.

### New Spring Overcoats For Men and Young Men

**THE TRENCHER**—Of grey and black herringbone tweed. All-around belt, patch pockets with flaps, quarter lined. Sizes 34 to 42. \$22.50.

**THE CHESTERFIELD**—Of dark grey cheviot. Fly front, slightly fitted. Regular pockets with flaps, lined throughout. Sizes 35 to 44. \$24.00.

**THE FORM FITTING**—Developed in dark brown tweed. Very popular with young men. Conservative, with smart lines. Sizes 35 to 42. \$28.00.

**THE WAIST SEAM**—Made from rich grey mixed tweed, snug waist, high pointed lapels. Slash pockets, quarter lined with fancy shot silk. Sizes 34 to 40. \$35.00.

**THE SLIP-ON**—Of genuine Scotch dark tweed. Natural shoulders, full back. Bellows pockets, quarter lined with silk. For any occasion. Sizes 34 to 42. \$35.00.

Simpson's—Main Floor.

### Moderately Priced Suits

**YOUTHS' SUITS**—Of grey and black check, firm finished tweed, single-breasted, 2-button form-fitting sac. New lapels, slant pockets with flaps. Sizes 32 to 36. \$18.00.

**YOUNG MEN'S SUITS**—Made from navy blue worsted. Single-breasted, 3-button fitted sac, soft roll lapels, regular pockets with flaps, wool linings. Sizes 36 to 44. \$28.50.

**MEN'S SUITS**—Developed in dark grey fine finished worsted, single-breasted, 3-button soft roll semi-fitted sac, regular pockets, with flaps, wool linings. Sizes 36 to 44. \$22.50.

Simpson's—Main Floor.

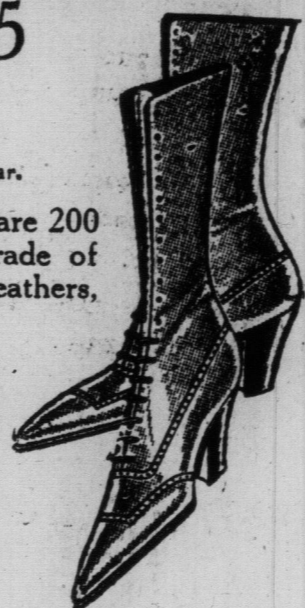
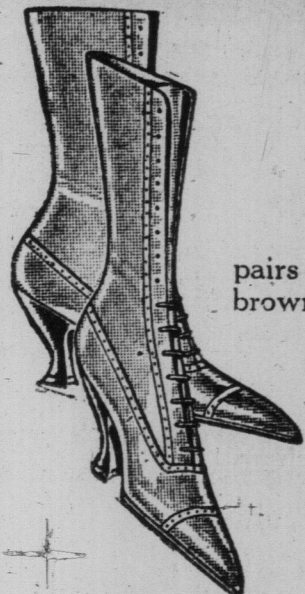
### In the Palm Room

Special 60c Hot Lunch or 50c Cold Lunch and A La Carte.

Simpson's—Sixth Floor.

### Sale of Women's Boots \$5.95---Men's Boots \$4.95

#### The Women's Boots at \$5.95 Are \$8 to \$12 Grades

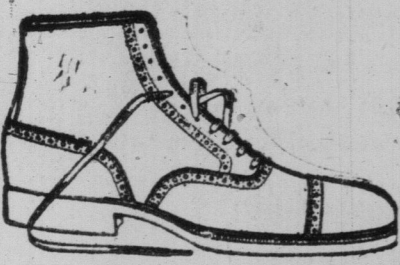


No Mail, Phone or C.O.D. Orders and No Refunds or Exchanges on Sale Footwear.

Button and lace styles in new spring designs and colors. Included are 200 pairs of stunning samples of John Stroetman Co., made of the finest grade of brown, grey, black and fieldmouse kid, brown and black calf, and patent leathers, and other combination colors.

Made on long toe last—plain vamp—perforated straight and wing toe-caps. Goodyear welt and turn soles. Leather, walking, Spanish and wood-covered heels. All sizes in the lot, but not in every line—2½ to 7. Values \$8.00, \$10.00 and \$12.00. Today \$5.95.

#### The Men's Boots at \$4.95 Are \$8 to \$10 Grades



The very best Havana brown calf and gunmetal leather boots for men came to us at such a special price that we are enabled to offer snappy new styles for dressy street wear at splendid savings.

They are in various popular shapes, embodying leathers of good quality, Havana brown, mahogany calf, dongola kid, gunmetal and patent leather. Sizes 5 to 11. This is a grand opportunity to save on a better class of boots. Regularly \$8.00, \$9.00 and \$10.00. Today \$4.95.

Simpson's—Main Floor.

### Special! Men's \$1.25 to \$3.50 Underwear 98c

Spring and Summer Underwear in balbriggans, natural cashmeres, merinos, elastic rib knits. Cream or white. Shirts and drawers to match. Sizes 34 to 44. Regularly \$1.25 to \$3.50. Today, garment 98c.

Men's \$6.00 Cashmere Combinations, \$1.96. Sizes 32, 34 and 36 only. Reduced in price because they're odd sizes. Finest quality cream cashmere—Mercury brand. Regularly \$6.00. Today \$1.96.

Simpson's—Main Floor.

### Toilet Goods and Drugs

- 300 Ebony-finished Hair Brushes, 85c. Special 60c.
- Tooth Brush, regular 35c; Tooth Paste, regular 21c. Together 39c.
- French Cologne, very fragrant, 50c. Special 39c.
- Grained Ivory Hand Mirrors, Regular \$2.25, 43 and \$3.50. Special \$1.99.
- French Face Powder, Regular 25c. Special 19c.
- Brunette Rouge, Regular 16c. Special 11c.
- Harpies' Royal Bath Soap, 25c size. Special, 2 for 25c.

DRUGS  
Epson Salts, Regular 10c. Special, 2 for 14c.  
Hot Water Bottle, 2-year guarantee, Regular \$2.50. Special \$1.87.  
Hospital Cotton, Regular 70c. Special 57c.  
War Tax included.

SIMPSON'S DRUG STORE  
Simpson's—Main Floor

### St. Patrick's Day 17th March

Whether it be a simple greeting, or a party you contemplate for your friends, you can find the favors and novelties here in good variety:

- Streamers, 2 for 5c.
- Flags (paper), 2 for 25c and 35c per dozen.
- Decorative Crepe, per fold, 25c.
- Table Covers, each, 10c.
- Doviles, 24 in package, 15c.
- Serviettes, per dozen, 8c.
- Cups, each, 10c.
- Place Cards, per dozen, 30c.
- Cut-Outs, for use, per box of 12, 15c.
- Cut-Outs, decorative, 2 packages for 25c.
- Seals, 2 boxes for 25c.
- Favors, in shape of pigs, hats, etc., 5c each and 2 for 25c.
- Aprons, for parties, each, 15c.
- Postcards, 5 for 1c.
- Fancy Greeting Cards, 3c to 25c each.

"The Sky Pilot in No Man's Land," by Ralph Connor, just published .....\$1.35

Simpson's—Main Floor.

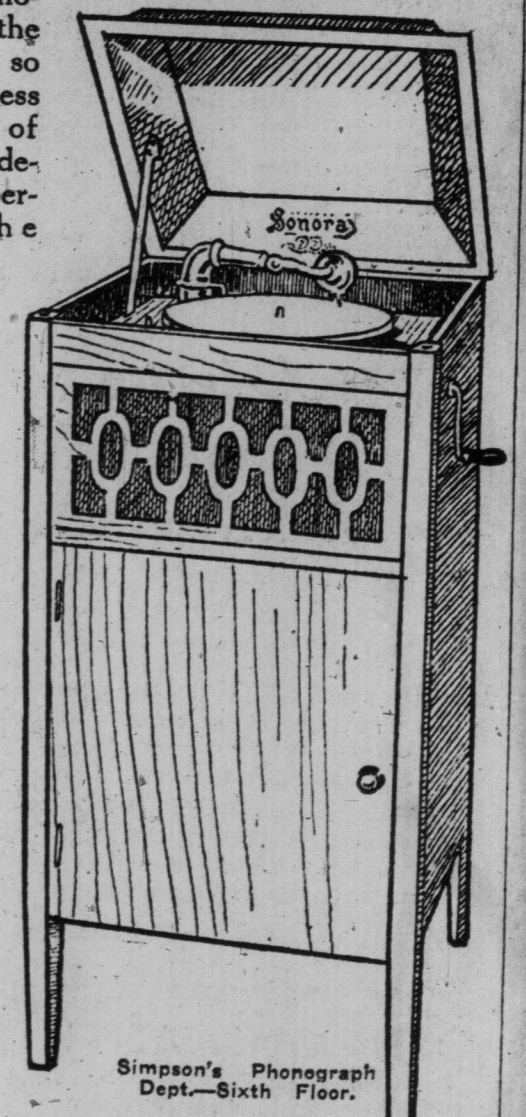
SIMPSON'S

### The \$100 "Harmony" Plays All Records

Purchasable Through the Home-Lovers' Club of Deferred Terms

NO other phonograph at the price offers so much in richness of tone, beauty of design and dependability of performance. The Harmony is the latest Sonora Model and possesses the wonderful merit which has won for Sonora Phonographs the unanimous approval of the most critical music lovers.

The Harmony is obtainable in mahogany or fumed oak finish. It has an automatic stop, high-grade motor and other features of higher-priced models. Hear it today.



Simpson's Phonograph Dept.—Sixth Floor.

### A New Department Devoted Exclusively to Dresses and Skirts For Women, Misses and Junior Girls

The increasing popularity of Simpson's garter apparel has necessitated the arrangement of a spacious new department, devoted exclusively to the display of dresses and skirts for women, misses and junior girls. Situated on the Yonge and Richmond side of the Third Floor, it is now ready to present a complete assortment of the most authentic Spring modes as created by foremost designers of Paris, New York, London and Canadian makers.

#### The New Frocks Are Redolent of the Scent of Spring

THE STREET FROCK is developed invariably in serge or wool jersey. The new coat-dress is an extremely smart innovation—with box-coated bodice, Eyrine waistcoat of some silken fabric and trim skirt. New inserted side-pockets, much tucks and cording and deep hems on the narrow skirt, fascinating features. Price \$15.00 to \$19.00.

THE AFTERNOON OR INFORMAL FROCK finds picturesque expression in Georgettes, taffetas, silk tricolettes, satins, printed Pique Wiltons and foulards—alone or in the most alluring combinations. Boasting long flaring or new three-quarter sleeve, tunics of every variety and the return of a waist line. Priced \$35.00 to \$100.00.

EVENING FROCKS glow with shiny taffeta, lustrous satin, tissues of gold or silver and transparent tulle—usually in the mellow pastel shades, with here and there a vivid blue, green or cerise. Priced \$25.00 to \$50.00.

THE CHILDREN'S DRESS SECTION is a veritable treasure-house of lovely wash and dress frocks. Literally hundreds of new designs, priced all the way from \$2.95 to \$22.50, make up the finest collection we have ever shown.

#### New Skirts Are Charming and Varied

Adjoining this well-appointed department is the Misses' Coat and Suit Section. On Yonge and Queen side, Women's Coats and Suits are shown exclusively. Thus do three departments, covering an enormous area cater to every need of women, misses and small girls, where authoritative outer apparel is concerned.

Every woman owes it to herself to visit this beautifully-equipped Dress Department. From the standpoints of widest assortment—smartest style—best value—it anticipates every mood of Fashion for Milady's Spring Frocks.

Silk Tricolette, Fantasi, Kumsi-kumsa, Poullette, Dewkiat and Baronet Satin—exquisite new silken fabrics of distinction—and lovely new wool plaids, checks—these are among the many materials that fashion stunning Spring skirts, just arrived in our new Dress and Skirt Section.

Indeed, most of their charm lies in the material—for, as to design, they are simplicity itself. Just to beguile them from too straight and narrow a way, Fashion has given them odd cuffed hems, cunning little pockets, narrow belts or broad girdles, yokes and often close pleats.

Colors, too, add loveliness—shell pink, apple green, orchid, bronze and silver, among the Springlike tones—with rich dark plaids and stripes, navy, taupe, etc., for the practical models. Priced from \$6.95 to \$45.00.