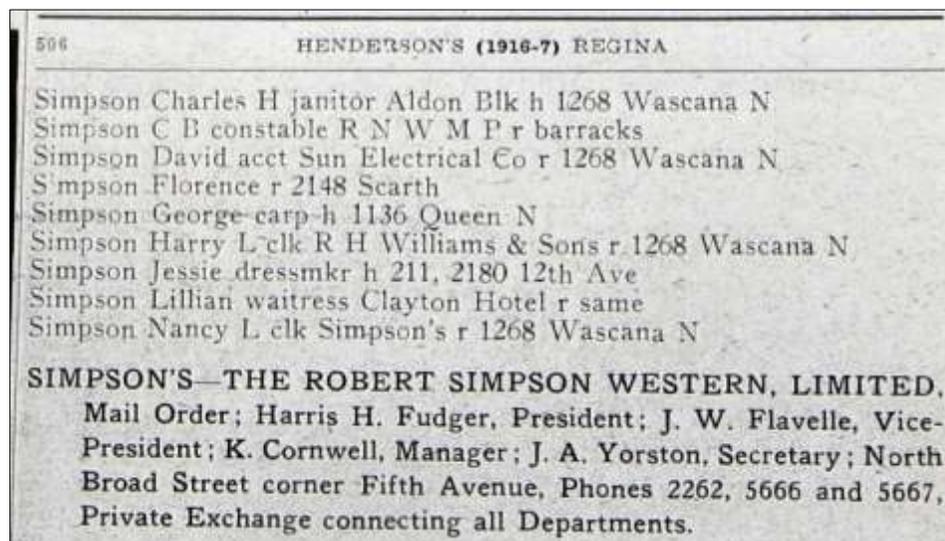


Appendix B: Henderson's Directories Extracts: 1916-2000

Evolution of Simpson's as documented in Henderson's Regina Directories

The following entries are taken from Henderson's Regina Directories. While the Directories are an excellent source for research information, the data is not always up-to-date or fully accurate, and often entries are a year late, as the annual updates were undertaken before people moved into the premises. New dates are listed below when changes occurred to the directory entry. Some of those revisions likely reflect changes in operation, rebranding of the company name, and mergers. Further research is required to determining exactly when such activities actually took place and what impact they might have had on occupants of the Robert Simpson Company Warehouse and/or Simpson's other Regina operations.

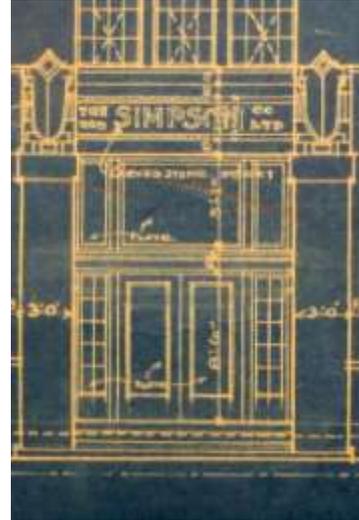
The changing content of those directory advertisement also reflect to some extent the value that the company placed on this form of advertising. By 2000, the last year that the Henderson's Directories were published in Regina, the entry for the Warehouse was barely noticeable, and in fine print, without any bold print title drawing attention to the company. The following entries are Not to Scale, but are enlarged or reduced in size to make them more suitable for reading.



1916-17 (p. 506) – The Robert Simpson Western Limited – Mail Order. This was the first Henderson's entry after the company began operations in 1916. It maintained large advertisements in Henderson's for decades, but scaled back on the Warehouse Mail Order ad sizes by the mid 1950s. Large ads for retail operations ran from 1932 until the mid 1980s.

THE ROBERT SIMPSON WESTERN LIMITED

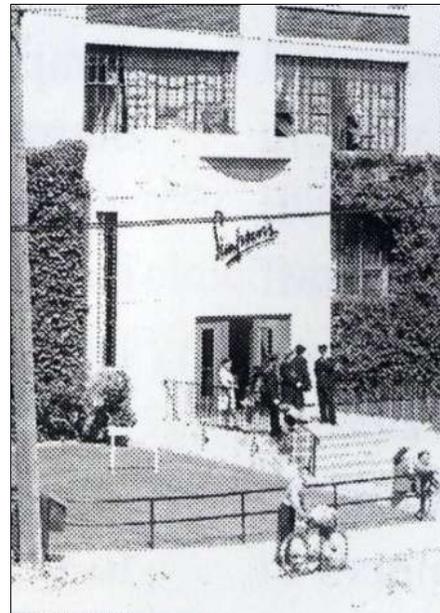
THE ROBERT SIMPSON WESTERN, LIMITED (MAIL ORDER & RETAIL),
 Charles L. Burton, President, H. H. Bishop, Vice-President and General Manager, Toronto; H. V. Dalley, Resident Manager, Simpson Building, Corner Broad Street and Fifth Ave., Regina, Business Phone Call No. 92 561; City Order Phone 92 567.



1932 (p. 497) – The Robert Simpson Western Limited (Mail Order and Retail). The logo shown above was similar to the company name inscribed in stone above the front doors to the Warehouse on Broad Street. 1932 marks the entry of Simpson’s into Regina’s retail market.

Simpson's

THE ROBERT SIMPSON WESTERN LIMITED (MAIL ORDER AND RETAIL),
 Charles L. Burton, President; E. G. Burton, Managing Director, Toronto; E. A. Pickering, General Manager, Simpson Bldg., corner Broad Street and Fifth Avenue, Telephone 9424, Private Branch Exchange Connecting All Departments. Service Building and Employment Office: corner Sixth Avenue and Broad Street.
ELEVENTH AVENUE RETAIL DEPARTMENT STORE:
 Eleventh Avenue cor. Hamilton Street, Phone 5631. (See side lines).



1947 (p. 586) – The Robert Simpson Western Limited (Mail Order and Retail). In order to gain a downtown retail operation, Simpson’s acquired Regina’s prominent R.H. Williams Department Store in, situated on the SE corner of 11th Avenue and Hamilton Street. Simpson’s remained at that site from 1946 until the company relocated into the Cornwall Centre in the early 1980s . At this point (late 1940s), the new corporate logo for Simpson’s was also introduced in the Directory, and was painted on the new front entries of the Warehouse on Broad Street.

THE ROBERT SIMPSON REGINA LIMITED
RETAIL STORE,
 Charles L. Burton, Chairman of Board. Edgar G. Burton, Pres.,
 Toronto. L. J. Gingerick, General Manager, Regina. Retail
 Store and Offices: corner Eleventh Avenue and Hamilton St.,
 Telephone 9424 Private Branch Exchange connecting all Depts.

THE ROBERT SIMPSON WESTERN LIMITED
MAIL ORDER DIVISION,
 Charles L. Burton, Chairman of the Board. Edgar G. Burton,
 President, Toronto. F. E. Reid, General Manager, Regina.
 Mail Order Building: corner Broad Street and Fifth Avenue.
 Service Building: corner Broad St. and Sixth Ave., Telephone
 9424 (Private Branch Exchange connecting Departments).

1951 (p. 662) – As the Mail Order and Retail businesses expanded, they were formally split into two subsidiary companies: The Robert Simpson Regina Limited (Retail Store on 11th Avenue) and The Robert Simpson Western Limited (Mail Order Division on Broad Street).

THE ROBERT SIMPSON REGINA LIMITED,
RETAIL STORE,
 Charles L. Burton, Chairman of Board.
 Edgar G. Burton, President, Toronto.
 L. J. Gingerick, General Manager, Regina.
 Retail Store and Offices: cor. 11th Avenue and Hamilton St.,
 Telephone 9424 (Private Branch Exch. connecting all Depts.)

1953 (p. 723) – check dates for these two entries After the split into two companies, separate ads were placed in Henderson’s.

SIMPSONS-SEARS LIMITED,
 Edgar G. Burton, President, Toronto.
 F. E. Reid, General Manager, Regina.
 corner Broad Street and Fifth Avenue,
 Telephone 9424 (Private Branch Exch. connecting all Depts.)

1953 (p. 724) – Following establishment in 1952 of a formal 25 year partnership with Sears, Roebuck of the United States, the Warehouse operations were renamed Simpsons-Sears Limited.

**THE ROBERT SIMPSON REGINA LIMITED,
RETAIL STORE,
Charles L. Burton, Chairman of the Board.
Edgar G. Burton, President, Toronto.
L. J. Gingerick, General Manager, Regina.
Retail Store and Offices: corner 11th Ave. and Hamilton St.,
Telephone 21 831 (Private Branch Exchange connecting all
Departments.)**

Simpson Robert W (Mac) emp MacLachlan City Battery h 1624 Angus
Simpson Mrs Ruby emp Callenders Lunch r 2123 Retallack
Simpson Ruby emp Simpson-Sears r 2123 Retallack
Simpson Web (Donna Lou) h 11 1829 Rose
Simpson William N (Janet) purchaser Sask Wheat Pool h 2167 McTavish
Simpsons-Sears Ltd F E Reid gen mgr (mail order) Broad St and 5 Ave

1955 (p. 703) – By the mid 1950s, it was deemed no longer necessary to pay for large advertisement for the Mail order operation; however, the retail store continued to publish bold and detailed ads. The Simpson-Sears Ltd ads were frequently the same size as for individual people living in Regina. This reflected a change of market focus within the city. The names of key company officials – publicized since the Warehouse opened in 1916 - remained evident for the retail operation, but were discontinued for the Mail Order division.

**THE ROBERT SIMPSON REGINA
LIMITED,
DEPARTMENT STORE.
EDGAR G. BURTON, Chairman of
the Board, Toronto.
EDGAR G. BURTON, President,
Toronto.
STUART I. DRAPER, General
Manager, Regina.
Store and Offices:
cor. 11th AVE. & HAMILTON,
PHONE Lakeside 2-1831
(Private Branch Exchange con-
necting all Departments.)**

Simpson Robt W (Mary) of
Simpson's Battery Exchange
h 1624 Angus
Simpson Ronald clk Drake Hotel
r 657 Wascana
Simpson Ruby emp Callander Lunch
r 2660 Wallace
Simpson Mrs Ruby G wtrss Marina
Cafe r 1144 Wallace
Simpson Mrs Viola sls clk Simpsons
r 204 2314 11 Ave
Simpson Web (Doreen) emp Impl
Oil h 11 1829 Rose
Simpson Wm N (Janet) buyer Sask
Wheat Pool h 2167 McTavish
Simpsons-Sears Ltd Fraser E Reid
gen mgr 1050 Broad

1957 (p. 626) – The Robert Simpson Regina Limited, Department Store. In the mid 1950s the retail operation was formally changed, at least in public advertising, into a Department Store, following the terminology utilized by their competitors. Meanwhile advertising for Simpsons-Sears Ltd. continued in small print (red arrow), virtually lost in a sea of other people and businesses sporting the “Simpson” name.

SIMPSON ROBERT REGINA LIMITED, THE
DEPARTMENT STORE
EDGAR G BURTON, Pres and
Chairman of the Bd, Toronto
WILFRED E BELL, Dir and
Gen Mgr, Regina
STORE and OFFICES
cor 11th Av and HAMILTON
TELEPHONE Lakeside 2-1831
(Private Branch Exchange
connecting all Depts)

1961 (p. 531) - the amount of text devoted to the company's downtown Department Store begins to be reduced.

SIMPSONS-SEARS LIMITED
Fraser E Reid Gen Mgr, Mail
Order Store, Broad and 5th Av
Tel Jordan 9-4211

1961 (p. 532) - The new advertisement for Simpson's Sears has regained some of its former prominence, but rstill remains very basic in terms of the data it provides to customers.

SIMPSON ROBERT REGINA LIMITED,
THE
DEPARTMENT STORE
EDGAR G BURTON, Chairman of the
Bd, Toronto
G ALLAN BURTON, Pres
ROBERT G BAKER,
Genl Mgr, Regina
STORE and OFFICES
11th AVENUE at HAMILTON,
TELEPHONE 522-1831
(Private Branch Exchange
connecting all Depts)

SIMPSON ROBERT REGINA (LTD)
(Supply Dept)
Broad at 5th av, Tel 569-4211 Local
312

Simpson Robt W (Mae F) mgr Morley's
 Rad & Battery h13 Dogwood pl
 Simpson Ruby r2660 Wallace
 Simpson Theresa r2260 Robinson
 Simpson Thos E (Jacqueline B) dept mgr
 IBM Co h3825 Robinson apt 19
 Simpson Wm N (Jennet) retd h2167 Mc-
 Tavish

SIMPSONS-SEARS LIMITED
Fraser E Reid, Genl Mgr Broad at
5th av, Tel 569-4211

1964 (p. 630) - This year sees a resurgence of information for both the downtown Department Store, and the Broad Street Warehouse (Supply Depot), as well as a separate entry for Simpson's Sears. However, the three segments of the company are not linked, but separated by a handful of private citizens also with the surname of SIMPSON.

**SIMPSON ROBERT REGINA
LIMITED THE**
DEPARTMENT STORE
EDGAR G BURTON, Chairman of the
Bd, Toronto
G ALLAN BURTON, Pres
ROBERT G BAKER,
Genl Mgr, Regina
STORE and OFFICES
11th AVENUE at HAMILTON,
TELEPHONE 522-1831
(Private Branch Exchange
connecting all Depts)

Simpson Robt W (Mae F) mgr Roberts
 Radiator & Battery h13 Dogwood pl
 Simpson Ruby r2660 Wallace
 Simpson Sandra L clk typ Co-op Ins
 Servs r3018 Kings rd
 Simpson Shirley r2034 St John
 Simpson Theresa r2260 Robinson
 Simpson Thos E (Jacqueline B) admn
 mgr IBM Co h3825 Robinson apt 19
 Simpson Walter mech r1943 Osler
 Simpson Wm N (Jennet) retd h2167
 McTavish

SIMPSONS-SEARS LIMITED
Fraser E Reid, Genl Mgr Broad at
5th av, Tel 569-4211

1965 (p/ 638) - Further changes this year see removal of any reference to the “Supply depot: listed in 1964.

SEARS
W A Farr, General Manager, 1050
Broad St, S4R 5E1, Tel Admn 525-
1711

1975 (p. 975) – The changes in corporate structure from Simpsons to Simpsons-Sears to just SEARS have now been completed, and are reflected in the mid 1970s editions of Henderson’s Directories. The business name remains somewhat prominent.

SEARS R J Brown, General Manager, 1050 Broad St, Tel
Admn 569-1711
 “ Thelma Schulhauser Mgr 4613 Albert St
 “ Art emp Botkin Constn r1816 Toronto St
 “ Catalogue Clearance Centre Rose St ←

1981 (p. 656) - By 1981 the need to have a prominent name in the Directory is no longer deemed necessary, and by opting for the reduced size, likely also saved the company a few dollars. Clearly advertising the firm is no longer an issue. A Sears Catalogue Clearance Centre (red arrow) has been established in the former Eaton’s Warehouse.

SEARS W C Brown, General Manager, 1050 Broad St, Tel Admn 569-1711
 " Thelma Schulhauser Mgr 4613 Albert St
 " Art emp Botkin Constn r1816 Toronto St
 " Catalogue Shopping 1230 Broad St
 " Clearance Centre 1230 Broad St

1982 (p. 640) - The Clearance Centre has apparently been relocated to Broad Street, but this address still places it within the former Eaton's Warehouse (later known as the Centennial Mall.). As before, several private citizens are interspersed in the Sears listing.

SEARS CANADA INC
W C BROWN, GENERAL MANAGER
1050 BROAD STREET
TELEPHONE ADMINISTRATION 569-1711
 " Catalogue Shopping 1230 Broad St
 " Clearance Centre 1230 Broad St

1984 (p. 635) – SEARS Again has a slightly more prominent advertisement for its Broad Street Warehouse; but the private citizens have disappeared from this list.

SEARS CANADA INC
D D Radford, General Manager, 1050 Broad St, Tel Admin 569-1711
SEARS CANADA INC W J Richardson, Store Superintendent, Department Store, "Your Money's Worth-And More", 1720 Hamilton St, S4P 4A5, Tel 569-1344
 " Catalogue Shopping Carl Ell Mgr 1230 Broad St
 " Clearance Centre Ron Rothwell Mgr 1230 Broad St

1988 (p. 654) - SEARS now advertises the Warehouse, the downtown Department Store, the Clearance Centre and a new Catalogue Shopping operation within a single advertisement, along with the names of the various store managers.

BROAD ST-Contd
4TH AV INTERSECTS
1050 Sears Canada Inc distribution ops
569-1711

1990 (p. 78 green pages) – The last entry for SEARS occurs in 2000. For the previous decade only a small ad appears in the green pages of Henderson's Directory, not under the name of the company but under the street address. This is the least impressive of all its past advertisements. One feature that is different is that the warehouse is now referred to as the Distribution Operation. There are no further Henderson's published after 2000.