

SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROBS.

SIMPSON

A WINTER'S TALE OF FRIDAY BARGAINS

Special Prices on Women's Ready-to-Wear Garments

Suits

French Venetians, tweeds and vicuna cloths, new styles, single or double-breasted, silk serge or imported twill linings. Regularly priced to \$15.00. Friday **4.95**

Coats

Serviceable and warm for the winter, frieze and diagonal worsteds, semi-fitting or loose backs. Regular to \$12.50. Friday **4.95**

Skirts

Imported Panamas, all-wool, plain gored or pleated. Regular to \$8.00. Friday **3.98**

Girls' Sample Coats

Fine beaver cloth, shawl collar, and up-to-date in every way; navy, red, fawn and Alice blue; for ages 8 to 14 years. Regular \$12.00. Friday **5.75**

Petticoats & Kimonos

Petticoats of black mercerized sateen, body lined with red flannel-ette, flounce is trimmed strapping, pin tucking, and two narrow gathered frills. Lengths 36 to 42. Friday **.95**

Long Kimono Gowns of fancy figured flannelette, sky, navy, cardinal and Persian patterns, some trimmed with mercerized, others with fancy figured band of self. Sizes 34 to 44. Reg. \$1.50. Friday **.95**

Dressing Sacques or Combing Jackets, in pretty floral patterns, sky, black, navy or cardinal, finished at edges with fancy stitching. Sizes 34 to 44. Friday **.25**

Fancy Needlework

Breakfast Linens, 54 in. square tea cloths, with embroidered corners, runners 18x54, 36x36 inch squares, night dress cases, linen bags, and many other usefulnesses for Christmas. Some of these have tiny flaws, hence this. Each **.29**

Battenberg Centrepieces, 24 inches round, plain centres, 9-inch lace borders. Reg. 49c. Friday **.25**

Boas and Umbrellas

Ostrich or Ostrich and Marabou Boas and Stoles, including the short lengths, in assorted colors. Values up to \$7.50. Friday **4.69**

Only Imported Boas in Ostrich feathers, 78 and 88 inches long, in black only. Values up to \$40.00. Friday **19.95**

Ribbon Remnants

5 and 6-inch Pure Silk Taffeta ribbons in white, pink, cream, pale blue, navy, brown, red, grey, old rose, violet, amethyst, reseda, tan, etc. reg. 20c and 25c per yd. Friday **.10**

A Strong Trio From the Silks and Dress Goods Department

Rich Black Satin Paillette, skein dyed, heavy quality with a lustrous finish, 40 inches wide. Regular \$1.35. Friday **.97**

Great Chances in the MILLINERY DEPARTMENT

280 Trimmed Hats, turbans, toques and large styles, good colors, and plenty of blacks. Marked \$3.85, \$4.50 and \$5. Friday **2.35**

160 Semi-Trimmed and Un-trimmed, velvet, fancy braid, corded silks, toques and turbans. Regular to \$4.00. Friday **1.35**

72 Imitation Black Beavers, very light in weight, close-fitting styles. Regular \$3. Friday **1.00**

300 Untrimmed Hats, were reduced in price at \$1. Friday, each **.50**

Fancy Mounts, uncurled ostrich, marabou, vulture. Regular \$2. Friday **.79**

Fine Furs for Friday

50 Black Belgian Hare Stoles

Two-skin effect, wide on shoulder, and long fronts, finished with heads and tails, silk-lined. Regular \$7.00. Friday **4.95**

50 Black Belgian Hare Muffs

Large rug shape, with two heads and tails, silk-lined. Regular \$7.00. Friday **4.95**

Natural Raccoon Muffs

Rug shape, good dark full fur, finished with heads, good satin lining. Regular prices \$10.00 and \$12.00. Friday **6.75**

30 only Caprine Storm Collars & Stoles

Travellers' samples, several styles, most have storm collars; all are satin lined, and suitably trimmed. Regular prices were from \$7.50 to \$12.00. Friday to clear **4.95**



Men's and Boys' Clothes At Insignificant Prices

Men's Worsteds Suits, new browns, in English cloth, single-breasted, well tailored. Reg. \$15.00. Friday **7.95**

Heavy Worsteds Trousers, fancy grey stripe. Reg. \$2.50 to \$3.50. Friday **1.75**

Heavy Winter Overcoats, the best bargain of the season, black meltons and beavers, in Chesterfield style, with velvet collars. Reg. \$12.00. Friday **6.95**

Boys' Two-Piece Suits, English and Scotch tweeds, English corduroy and Scotch worsteds, well made; sizes 24 to 30. Friday **2.98**

20 Boys' Ulsters, double-breasted with convertible collars, grey and green English tweed mixtures; sizes 30 to 35. Friday **7.79**

The Best of Sweater Coats and Underwear

Men's Ribbed Sweater Coats, medium sizes only. Reg. \$1.25. Friday bargain **.79**

Men's Medium and Heavy Weight Underwear, shirts and drawers, odd and broken lines; sizes 34 to 44. Reg. 65c and 75c. Friday, per garment **.49**

Heavy Winter Weight Night Robes, of English flannelette. Reg. 75c. Friday **.59**

Men's Negliges, materials that are generally made into shirts that sell for 75c and \$1.00. Friday, each **.44**

Drugs

Syrup Hypophosphites, 50c bottles Friday **.25**
Syrup White Pine with Eucalyptus and Honey, 20c bottles, Friday **.12**
Spirit Stoves, large size and strong. Regular 90c. Friday **.50**
Wood Alcohol, pint bottles. **.15**
Hot Water Bottles, 2 and 3 quart sizes. Regular \$1.75. Friday **.98**
Whirlpool Spray Syringe, regular \$2.50. Friday **1.50**
Aero Vacuum Bottles, keeps liquids hot or cold for 24 hours. Very special, Friday **1.25**

Plants for the House

75c BOSTON FERNS for 49c.
Boston Ferns, good stock, regular 75c each **.49**
Rubber Plants, regular 50c each **.35**
Primrose Plants, pink or white, each **.15**
Table Ferns, 4 1/2 inch pots, regular 25c each **.20**
Japanese Air Plants special, 3 for **.25**
Phone direct to Department.

Provisions & Groceries

2,000 bags choice Family Flour, 3/4 bag, 56c. Choice Valencia Raisins, new fruit, 3 lbs., 25c. Currants, cleaned, 3 lbs., 25c. Yellow Cooking Sugar, 8 1/2 lbs., 50c. Mixed Peel, orange, lemon and citron, per lb., 15c. Perfection Baking Powder, 3 tins, 25c. New Orleans Molasses, Cherry Grove Brand, 2 lb. tin, 10c. Pure Kettle Rendered Lard, 1 lb. package, 15c. Finest Creamery Butter, per lb., 31c. Choice Rangoon Rice, 6 lbs., 25c. Pearl Tapioca, 3 lbs., 25c. Canned Corn, Aylmer, 3 tins, 25c. Pickled Shoulders of Pork, sweet and mild, 6 to 8 lbs., each, per lb., 10c.
2 1/2 LBS. PURE CELONA TEA, 55c.
A blend of India and Ceylon Teas, one ton, Friday, black or mixed, 2 1/2 lbs. **.55**

A Continuation of the Great Rug Sale

English Seamless Tapestries—
9x9 **8.27** 9x10.6 **9.47**
9x12 **10.67** 10x12 **12.67**
10x13.6 **13.67**

English Seamless Velvets—
9x12, reg. \$21.00, Friday **16.57**
9x10.6, reg. \$18.00, Friday **14.57**
10x12, reg. \$25.00, Friday **19.57**

English Seamless Axminsters—
9x10.6, reg. \$28.00, Friday **19.67**
9x12, reg. \$33.00, Friday **24.67**
10x13.6, reg. \$43.00, Friday **34.67**

Boots and Rubbers

Men's Boots, Blucher style, valour calf and box kip leather, standard screw and McKay sewn soles, solid leather all through. Regular \$2.50 and \$3.00. Sizes 6 to 11. Friday **1.99**

Women's Boots, button and Blucher styles, Dongola kid and patent calf leathers, high and medium heels. Regular \$2.00, \$2.50 and \$3.00. Sizes 2 1/2 to 7. Friday **1.49**

Boys' Boots, Blucher style, tan calf, patent calf, valour calf and box kip leathers. Regular to \$3.00. Sizes 11 to 5. Friday **1.69**

Children's Boots, Blucher style, Dongola kid leather, patent toe-cap. Sizes 8 to 10 1/2. Friday **.79**

RUBBERS.
3,000 pairs Rubbers, corrugated soles and heels; these are bright, new rubbers, and guaranteed perfect.
Men's, Friday 65c; women's, Friday 45c; boys', Friday 55c; misses', Friday 35c; child's, Friday 30c.

Brassware, Glass and Chinaware

100 Hand-hammered Brass Jardinieres, ball-footed. Regular \$3.50. Friday **1.95**
400 Pieces American Pressed Glassware, comprising water jugs, fruit bowls, vases, creamers, etc. Regular to 25c. Friday **.15**
100 Japanese China Chocolate Pots, half price, Friday **.35**
1,200 pieces Fancy Chinaware, tea cups and saucers, cream jugs, sugar bowls, chocolate cups and saucers, etc. To clear Friday **.9**
10 only, China Tea Sets, Friday **6.95**
116 English Dinner Set, Friday **9.95**
Theo Haviland China Dinner and Tea Service, Friday, special **49.50**

Extraordinary Jewelry Values for Less Than a Dollar

\$2.50 10-K SOLID GOLD RINGS, 96c EACH.
Real Oval Opal Six-Claw Single Stone Set Rings, Round and Oval Real Stone Set Heavy Birthday Rings, Heavy 10k Signet Rings, Plain (or monogram), and chased shoulders. Burdoyz and Bloodstone Rings; real stones, real, fine, white pearl Rings, claw settings. Regular value \$1.50 to \$2.50. **AT 96c EACH.**

Hand Engraved Band Bracelets, with safety catch, Gold Filled Curb and Rope Neck Chains, Men's Gold Filled Vest Chains, Men's and Women's Fobs with signet and stone set mounts and charms. Gold Filled Lockets, Pearl Settings or plain, with monogram engraved free, Gold Filled Cuff Links with monogram engraved, Gold Filled Plain and Pearl Set Pendants and Chains (complete), 10k Gold Pearl Set Scarf Pins, many designs. Regular value, \$1.50 to \$2.50, for **.95**

Bargains for Women, Girls & Infants in the Whitewear Section

Women's \$1.25 White and Pink Flannelette Night Dresses, all sizes. Friday **.89**

Women's 75c Heavy Melton Cloth Underskirts, dark colors. Friday **.39**

Women's 75c Isabelle Skirt Drawers, white flannelette, all sizes. Friday, pair **.50**

Women's \$2.50 and \$3.00 Corsets, beautiful models, medium and extra long, medium and low bust; sizes 18 to 26. Friday, a pair **1.39**

Women's \$1.00 Brassieres or Bust Supporters, embroidery trimmed; sizes 32 to 42 bust. Friday **.50**

Women's 60c Vests and Drawers, Watson's, plush lined, heavy white cotton, 32 to 38 bust. Friday **.35**

Women's \$2.00 to \$3.50 Combinations, all-wool and silk and wool; sizes 32 to 38; Friday, each **1.39**

Girls' 25c Drawers, stripe flannelette, knicker style; sizes 2 to 10 years. Friday **.15**

Girls' \$2.00 Dressing Gowns or Bath Robes, fancy velour flannelette; sizes 2 to 16 years. Friday **1.00**

Infants' 65c Knitted White Wool Overalls, with feet; ages 3 months to 2 years. Friday **.45**

Little Girls' \$5.00 Coats, heavy winter navy or red frieze, gold braid; sizes 3, 4, 5 years. Friday **2.50**

Women's \$6.00 Pen-Angle Sweater Coats, three-quarter length, white or grey; sizes 34 to 42 bust. Friday **3.50**

In the Wash Goods Department

Cotton Delaine, for house wrappers and kimonos, 30 inches wide, cream grounds, with floral and striped effect, also the favorite Paisley designs. Reg. 15c. Special **.8**
Zurich Silks, about 30 pieces, all good colors. Reg. 35c. **.19**
Remnants Serpentine Crepe, light and dark grounds. Reg. 25c per yard **.10**
30 pieces only Wrappette and Cashmerette, navy, black and other colored grounds, spot and fancy designs. Reg. 10c, 12 1/2c and 15c. **.7**
No phone or mail orders.

Four Special Furniture Items

Desks, in genuine oak, in fumed, golden or early English finish. Reg. price \$7.75. Friday bargain **4.95**
Library Tables, in selected quartered oak, fumed finish, massive design, well made. Reg. price \$27.00. Friday bargain **16.90**
Kitchen Cabinets, in solid oak, finished natural, conveniently arranged with lots of drawers and cupboards. Reg. price \$31.50. Friday bargain **21.50**
Iron Beds, in pure white enamel finish, with brass trimmings. Reg. price \$4.75. Friday bargain **3.90**

Toilet Requisites

Sozodont tooth powder and paste, regular 25c, special **.17**
Ingram's witchhazel cream, regular 20c, Friday **2 for .25**
Taylor's Castile soap, large 2-lb. bar, Friday **.17**
Eastman's benzoin and almond lotion, regular 25c, Friday **2 for .35**
75 only travelers' samples, in bonnet whisks, hat brushes and a few cloth brushes, regular to \$1.25, Friday **.39**
Xint toilet paper, regular 60 roll Friday **7 for .25**
Mennen's talc powder, regular 20c, special **2 for .25**

Baby & Doll Carriages

Baby Folders, hoods, steel frame:—
Regular \$15.25, Friday **9.15**
Regular \$13.25, Friday **11.15**
Regular \$8.00, Friday **15.75**
Tan Reed Body and Hood, full size Carriage, new. Special, Friday **24.29**
New Doll Carriages, English style, with hoods. Xmas goods. Friday, \$8.29 and \$10.95.
Boys' Sleds and Girl's Sleighs, Friday special, each **.23**
(9th floor.)

Wall Paper

Mica Papers and Ceilings. Regular to 8c, Friday **3 1/2**
Bedroom and Small Parlor Papers, assorted colors. Regular to 15c, Friday **.7**
Parlor and Dining Room Papers, in good colorings and designs. Regular to 25c, Friday **.14**
Imported Parlor, Dining Room Den and Hall Papers, in rich colorings of reds, greens, blues, browns, greys and creams—
Reg. to 50c, Friday **.26**
Reg. to 75c, Friday **.39**
Short ends of Sanitas and Burlap. Regular to 25c and 30c yd. Friday, short ends, per yard **.14**

Useful Main Floor Items

Fully Fitted Writing Cases with lock, in all colors, regular 75c each, Friday **.37**
Dressing Cases, leather covered with nickel and cut glass fittings, regular \$5.00 each, Friday **3.33**

The **SIMPSON** Company Limited

Warm Hosiery & Gloves for Little Money

Women's Silk Finished Hose, black only, double in responsible spots. Regular 29c. Friday, 19c; 3 for **.55**

Ribbed Cashmere for women and boys, plain black. Friday **.19**

Children's Hose, all wool cashmere, blue only; double where the wear comes. Regular 35c, Friday **.19**

Worsted Hose, all wool, ribbed, black, winter weight, and closely knitted. Sizes 6 to 10 for boys, girls and women. Friday **.25**

French Kid Gloves, soft and supple, every shade. Regular \$1.00, Friday **.59**

English Ringwood Gloves, for women and children, elastic wrists. Regular 25c. Friday **.15**

Men's Winter Gloves, wool lined, tan leather. Regular 75c. Friday **.59**

Waists Worth Buying

Odd Sizes, styles and colors, in chiffon, taffeta, shot silks and net waists. Reg. \$2.25, \$2.50 and \$2.95. Friday, each **1.00**

300 White Tailored Shirts, in linen, linene, vestings and various white materials, a selection of sizes to 42-inch bust. Reg. \$1.00, \$1.50 and \$1.95. Friday **.69**

Flannelette Waists, smart new styles, and every size to 42-inch, black and navy grounds principally. Reg. price 69c and 79c. Friday bargain. **.49**

Embroidery Remnants Laces & Handkerchiefs

1,800 Mill Ends, all widths and qualities, cambric, Swiss, and nainsook, edgings, insertions, headings and embroideries, 3/4 to 4 1/2 yards long. Friday less than Half Price.

Children's Swiss Flouncings, 26 inches wide. Reg. 50c and 60c yard. Friday **.38**

Nottingham Valenciennes Laces and Insertions, new patterns and wanted widths. Friday bargain prices—
40c dozen yards for **.20c**
60c dozen yards for **.30c**
46c dozen yards for **.25c**
20c dozen yards for **.15c**

Women's Irish Linen Hemstitch Handkerchiefs, with 1/4-inch hem border. A 10c handkerchief, Friday **.25**

Women's and Girls' Irish Lawn Handkerchief, hemstitch borders. Friday **6 for .18**

Men's and Boys' Irish Lawn (Initial) Handkerchiefs, full size. Soft linen finish. A 10c quality. Friday **4 for .25**

Bargains in the Linen Department

Union White Wool Blankets, thoroughly scoured, double bed size, 66 x 82. Friday, pair **2.98**

Flannelette Blankets or Winter Sheets, double bed size, 64 x 80. Friday, pair **1.19**

1,000 Yards White Flannelette, 32 inches. Friday, yard **.9**

English Striped Flannelette, good heavy weight, fast colors, about 30 different stripes, 32 inches wide. Friday, yard **1.2 1/2**

English Longcloth, full 36 inches, fine cambric finish. Friday, yard **.9**

Extra Heavy Damask Table Cloths, 2 x 2 1/2, pretty designs, bordered. Friday **1.79**

Huck Towels, large size, all pure linen. Friday, pair **.38**

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