

SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROBS: Moderate to fresh W. to N.W. winds; fair and very cold.

SIMPSON

Bargains to Win Golden Opinions For the Simpson Store

HERE are hosts of customers of The Simpson Store who have never bought anything **BECAUSE** it was sold at a lowered price. **BUT** when the things you need are offered at prices that save as much as do some of these Friday items the temptation is one you should not resist. **THEY ARE PLANNED TO PLEASE YOU.**

Taffeta Ribbon

Of pure silk, 5 and 6 in. wide, white, pink, champagne, Copenhagen, lilac, Nile, grey, amethyst, purple and myrtle. Friday **.9** bargain. No phone or mail orders.

Centres for Shopping in the White Sale Section

Princess Slips, several styles, in lace or embroidery trimming; sizes in the lot 32 to 42. Regularly \$2.50 to \$3.50. Friday bargain **1.69**.
Night Dresses, two styles, slip-over or high neck, fine lace and ribbon or embroidery trim; high neck style has 30 small tucks. Sizes 32 to 42 bust. Regularly \$2.00 and \$2.50 each. Friday bargain **1.39**.

BE EARLY FOR THESE

Corset Covers, two styles, fine nainsook or cotton, low or high neck, lace frills and insertions, pearl buttons; sizes 32 to 42 bust. Friday bargain **.25**.
Petticoats, two styles; one has three rows lace insertion and ruffle of lace; other has deep flounce of embroidery, dust frills; lengths 36 to 42 inches. Regularly \$1.25 each. Friday bargain **.69**.
Girls' Princess Slips, nainsook, flounce trimmed with tucks, insertion, and frill of lace. Sizes for ages 12, 14, 16 years; lengths 38, 42, 45 inches. Regularly \$1.39. Friday bargain **1.00**.
Girls' Night Dresses, slip-over style, short sleeves, finished with frills of fine embroidery. Sizes for 2 to 10 years. Regularly 60c and 65c. Friday bargain, each **.50**.

Dresses and Coats for Women Afford Surprising Bargains

Mantle Dept., 3rd Floor.

ONE-PIECE DRESSES \$5.95.

There are silk foulards, challies, messaline, satins, fancy net, lustre and lingerie, some with kimono shoulders and sleeves, semi-low neck, others with high collars, long or ¾ length sleeves. Some are slightly soiled, but most of them are perfectly fresh. In the lot are ivory, pale blue, mauve, navy, tan, stripe or fancy mixtures. Sizes 32 to 42 inches bust. Friday **5.95**.

Winter Coats \$3.95

A variety of handsome materials, including black and grey diagonal striped worsteds, dark tweed mixtures, imported frieze cloth in black and in brown, a number of new styles. Friday **3.95**.

WOMEN'S WALKING SKIRTS \$2.79.

Useful skirts of tweed mixtures, in fawn, grey or green tones. Regularly \$3.25 to \$4.25. Friday bargain **2.79**.

MISSES' COATS \$6.98.

In chinchilla and beaver cloths, cut on smart lines, in either a close or loose-fitting style. In the lot are grey, red, navy, fawn and electric blue. Sizes 14, 16, 18 and 20 years. Friday bargain **6.98**.

Silk Petticoats

Taffeta Petticoats from stock; navy, brown, champagne and myrtle, pleated and tailored flounces, some with deep silk drop. Regularly \$5.00 to \$8.50. Friday **3.95**.

Paris Model Dept.

An Evening Gown by Robert, white silk point d'esprit, over shrimp pink taffeta. Regularly \$100.00. Friday **50.00**.
Afternoon Gown by Paquin, bleu-de-nuit, satin crepe gown, draped over ruby satin skirt, collar of point de Venice lace. Regularly \$100.00. Friday **50.00**.
Street Velveteen Frock by Paquin, smart black chiffon, velveteen frock over violet satin skirt, yoke and sleeves of lace and chiffon. Regularly \$80.00. Friday **40.00**.
Restaurant Costume of black chiffon and black chantilly lace flounce on skirt, and chantilly lace sleeves. Regularly \$75.00. Friday **37.50**.
Flame-colored Nylon Gown, mounted over soft black satin, sleeves and yoke heavily embroidered with soutache braid. Regularly \$90.00. Friday **45.00**.
An Evening Gown of White Crepe Metee—Gored skirt with pointed train, tunic of white chiffon, collar of old Flemish lace. Regularly \$100.00. Friday **50.00**.

A List of Wash Goods Bargains

English print, white grounds with fancy and plain stripe in navy, black, etc. 32 inches wide, regularly 12½c, Friday **.8**.
English ginghams, striped and checked, all fast colors, regularly 12½c, Friday **.8**.
White muslin in exceptionally fine qualities, cross-bars, spots, checks and stripes, regularly 20c and 25c, Friday **.10**.
Muslins, lawns and organdies, mill ends and remnants, qualities range from 12½c to 25c per yard, Friday **.17**. (Second Floor)

Two Generous Waist Values.

Net Waists, silk lined and made in several styles, handsomely embroidered and trimmed with maltese lace and lace motifs, kimono or set-in-sleeve, white or ecru. Regularly \$3.50, Friday bargain **1.95**.
A Table of Fine White Waists, in sheer lawn and vesting, embroidered styles, val lace trimmed, and tailored shirtwaists in all sizes in the lot. These Waists have been more or less handled. Regularly \$2.50 and \$2.95, Friday bargain **.98**.

Embroideries or Friday's Selling

Swiss Embroidered Blouse Fronts, 22 inches long. Regularly 18c, Friday **10**.
Fine Cambric Embroideries, insertions and headings, large variety of patterns and widths. Regularly 12½c and 15c yard, Friday bargain, yard **.7c** and **.8c**.
Swiss Flouncings, 27 inches wide, new pattern, 2½ to 6 yards in each piece. Regularly 75c and 85c yard, Friday bargain, yard **.88**.

Dress Goods

SIX GOOD ITEMS.

Shepherd Check, regularly 50c, for **.34**.
All-wool Velour Henriettas, regularly 50c, for, per yard **.44**.
All-wool English Serges, in black, navy and cream only, regularly 65c, for, per yard **.46**.
English Tweed Suiting, regularly 65c per yard, for **.47**.
Silk Striped Voiles, in every wanted color, also ivory and black, regularly 65c, for **.48**.
All-wool Black Voiles, regularly 75c, 42-inches wide, for **.59**.

Silks and Velvets

This section offers special inducements in three items: Black Satin at **.96**.
Odd Silk and Satin Fabrics at **.46**.
Velveteen Cords **.47**.

Hand Bags

Women's Seal Grain and Walrus Grain Hand Bags, leather lined, coin purse, strap handles and leather covered frames. Friday bargain **1.25**.
Velvet Hand Bags, gilt frames, cord handles, with inside coin purse. Regularly \$1.25, for **.98**.
—Main Floor.

Toilet Goods

Real Ebony Hair Brushes. Regular 75c, Friday **.59**.
Tooth Brushes, regular 15c, Friday **.9**.
Gilmour's Hand Cleaner. Regular 10c, Friday, 4 for **.25**.
Johnson's Shaving Cream. Regular 20c, Friday 2 for **.25**.
Roger & Gallet's Veloute Face Powder. Regular 35c, Friday **.29**.
Payan's French Perfumes, Regular 65c per ounce, Friday, per ounce **.45**.
Silver Leaf Toilet Rolls, regular 5c per roll, Friday, 8 rolls for **.25**.
(Phone direct to Toilet Department.)

Clearance of Calendars

Book Department
First Floor

Umbrellas

Regularly \$2.00
And \$2.50
Friday Bargain
Each **\$1.69**

Jewelry

Women's 10k single stone Birthday Rings, Friday bargain **.49**.
Women's 14k oval Birthday Rings, regularly \$2.50. Friday bargain **1.29**.
Women's and Men's Gold-filled and sterling silver Rings, assorted colored stones, signet and claw set rings, children's signet rings, regular value 50c, 75c and \$1.00. Friday bargain **.25**.

Silverware

Silver Plated Casserole Dishes, Entree Dishes, Salad Bowls, Biscuit Jars, Nut Bowls, Egg Cruets, Bread Boards, Tea Pots, Dessert Sets, Bake Dishes, Syrup Pitchers, Cake Dishes, etc. Regularly \$6.00 to \$12.00. Friday bargain **3.95**.
No phone or mail orders filled.
Sterling Silver Toilet Mirrors, long handles, in the well-known daisy, rose, and other patterns, in grey and bright finish. Regularly \$7.50 to \$12.00. Friday bargain **5.48**.
Sterling Hair Brushes, to match the above mirrors. Regularly \$3.75 to \$5.00. Friday bargain **2.89**.
Sterling Silver Mounted Whisks. Regularly \$1.50. Friday bargain **.75**.

3,000 Pieces of Transky Enamelware. Regularly 35c, 45c, 50c, 51c and 65c. Friday Bargain 25c. No Phone or Mail Orders.

Leatherette Suit Case
Regularly \$1.69
Friday Bargain **98c**



Bargains That Concern the Men

Heavy Ulsters

In the new greys, browns and fancy striped tweeds; are heavy and warm; linings mohair; tailoring very best. Regularly \$12.50, \$15.00 and \$18.00. Friday bargain **8.49**.

WARM WORK COATS.

Plain grey cottonade, thoroughly rubberized, and lined with checked mackinaw; corduroy collar, patent fasteners; warm, wind and rainproof. Regularly \$2.50 and \$2.75. Friday bargain **2.00**.

BOYS' OVERCOATS \$1.98.

Odd sizes taken from our fancy overcoat stock; double and single-breast, wool linings, self or velvet collar and strongly tailored; sizes 2½ to 5 years. Friday bargain **1.98**.

BOYS' CHESTERFIELD AND ULSTER OVERCOATS.

Fancy tweeds and black cheviot cloths, popular two-way convertible collars, also silk velvet collars; fancy coats come in brown and green Scotch tweed effects. Sizes 28 to 32. Friday bargain **4.85**.

BOYS' SUITS, \$2.49.

Dark and medium shade tweeds, double-breasted; neat patterns, in durable cloths; two pieces; sizes 24 to 33. Friday bargain **2.49**.

Fur-Lined Coats

Imported black beaver cloth shell, with first grade Japanese otter shawl collar, and lined with choicest Russian marmot skins. Regularly \$35.00. Friday **25.00**.

Men's Stiff Hats, new shapes, English fur felt, black only. Regular \$2.00 and \$2.50. Friday **.95**.

Men's Hockey Toques, plain or honeycomb stitch, popular colors. Friday bargain **.25**.

Men's Furnishings

English Flannelette Samples and Odd Lines of Night Robes; all sizes in the lot. Regular 75c, \$1.00 and \$1.50. Friday, each **.59**.

Negliges, white or colored, some slightly soiled, others perfect; all sizes, but mostly 15½ to 18. Regularly \$1.00 and \$1.50. Friday **.49**.

Linens and Staples Friday Bargains

Every Value a Huge One

DOUBLE DAMASK TABLE CLOTHS.

2 x 2½ yards, fine all linen. They are all good bordered designs. Regular \$4.00 to \$5.00 each. Friday **2.98**.
Bleached English Linen Cloth, 6½ yard, French and English Flannels, yard **.19**.
47-inch Semi-Bleached Apron Linen, yard **.15**.
Heavy English Factory Sheet, yard **.17**.
English Stripe Flannelettes **.11**.

EMBROIDERED LINENS, SLIGHTLY IMPERFECT, 25c EACH.

Shams, Teacloths, Runners, Tray Cloths, Irish Embroidered Goods. A little imperfect in finish, all sizes, one price, each **.25**.
Fine English Nainsook, per yard **.10**.
Reversible Double Bed Comforters **1.35**.
—Second Floor.

Phone Direct to Linen Dept.

Boots, Shoes and Rubbers

260 pairs Women's Boots, patent colt and Dongola kid leathers, Blucher and button styles, medium weight soles, military and Cuban heels; sizes 2½ to 7. Regular \$2.50 and \$3.00. Friday **1.99**.

300 pairs Men's Leather-lined Boots, Blucher style, solid leather, double soles and heels; a strong, warm, neat boot; sizes 6 to 11. Regular \$2.75. Friday **1.99**.

260 pairs Children's Boots, Dongola kid leather, Blucher style, patent toecap, spring heels; sizes 5 to 10½. Regular \$1.00. Friday **.79**.

RUBBERS—RUBBERS.

900 pairs Rubbers, perfect quality, "Dominion" and "Anchor" brands. Men's 65c, women's 45c, boys' 55c, youths' 45c, misses' 35c, children's 30c.

MOCASSINS AND SHOE PACKS.

First quality Buckskin Mocassins, fancy Indian trimmed vamps, buckskin laces. Mens \$1.25, women's 99c, boys' 99c, misses' 75c, children's 65c, infants' 50c.

Oil tanned Shoe Packs, waterproofed Skowhegan-leather, buckskin laces. Men's \$1.75, boys' \$1.45, youths' \$1.25. (Second Floor.)

Portiere and Curtain Fabrics 59c

Repps, granite cloth, armure, Normandie cloth and damasks, in self-tones of blue, brown, red and green, plain or figured. Regular 75c, \$1.00 and \$1.25. Friday, yard **.59**.

Odd Madras Curtains—200 only Colored Madras Curtains, various widths and lengths, new conventional patterns. Regularly \$4.50, \$5.00 and \$6.00 pair. Friday, each **.59**.

English Cretonne, light and dark grounds, large variety of color combinations and patterns. Regular 15c and 20c. Friday **.9**.

Bobinette, regularly 25c. Friday **.19**.

Floors to Cover? Then This is for You LINOLEUM.

Heavy Scotch Printed Linoleum, all perfect and well seasoned goods, in block, tile, floral and matted effects. Regularly 40c and 45c. Friday **.39**.

English and Domestic Wilton Rugs, in two sizes only, 11.3 x 13.6 and 11.3 x 12.0, in Oriental and two-tone effects, for any room. Regular values \$49.50 and \$55.00. Friday **37.50**.

Best quality English Tapestry Squares, taken from our regular stock, Oriental, fawn chintz, two-tone greens and Turkey colorings, 9.0 x 10.6 and 9.0 x 12.0. Friday, \$7.75 and **8.75**.

Trimmed Hats

Regularly \$2.00 to \$3.50. Friday **.50**.

Trimmed Hats, regularly \$5.00. Friday **1.00**.

Shapes that have been selling at \$1.00 to \$1.50. Friday **.19**.

Children's Hats and Bonnets, regular \$1, \$1.50 and \$2. Friday **.25**.

China Bargains

Limoges China Dinner Set by the world famous Limoges potters, Bernardoni & Cie. A beautiful production in shape and decoration and a perfect example of the skilled potters and colorists' art. Rich, white china body, exquisite rosebud band designs, teas with old gold handles, 20 sets. Reduced to half price, Friday bargain **25.00**.

Fireproof Teapots, all half price Friday **.39**.

China Tea Cups and Saucers, porcelain dinner, tea and soup plates, all decorated. Friday **.15**.

Table Tumblers, straight shape, melted edge, Friday, 6 for 23c.

GROCERIES

Choice Family Flour, ¼ bag 56c.

Choice Currants, cleaned, 3 lbs. 25c.

California Seeded Raisins, package 10c.

Canned Sweet Pumpkins, 3 tins 25c.

Yellow Cooking Sugar, 9 lbs. 50c.

Pure Kettle Rendered, per lb. 15c.

Perfection Baking Powder, 3 tins 25c.

Canada Cornstarch, package 7c.

New Orleans Molasses, Cherry Grove Brand, 2 lb. tin 10c.

Choice Creamery Butter, 1 lb. print 34c.

Pickled Shoulders of Pork, lean and mild, 6 to 8 lbs. each, per lb. 10c.

Pearl Tapioca, 3 lbs. 25c.

Choice Rangoon Rice, 6 lbs. 25c.

Finest Canned Corn, 3 tins 25c.

2½ LBS. PURE CELONA TEA 58c.

A Blend Indian and Ceylon Teas! one ton Friday, black or mixed, 2½ lbs. 58c.

The **SIMPSON** Company Limited
Robert