

SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROBS: Fair and cold to-day, then moderating.

SIMPSON



Half Price Item in Women's Suits

In this sale are included only suits of the best materials, in styles that will appeal to you. There are broadcloths, English serges, velvets, imported tweeds and striped fabrics. The coats are lined throughout with colored satins, have tailored and large rever collars, and are plain or novelty trimmed. The skirts show the latest, most fashionable cuts. There are navy, brown, purple, black, green and tweed mixtures. Regularly \$42.00, \$45.00, \$47.50 up to \$98.00. Every one Wednesday at half these prices.

Voile Skirts \$5.95

Women's Skirts, of crisp all-wool voile, in black only, made in several styles, some plain gored, others with a cluster of pleats on the side gores, with plain or loose front and back panels. Most of them are artistically braided and trimmed with silk folds or fringes. Regularly \$7.50 to \$10.00. Wednesday . . . **5.95**

Girls' Sealette Coats

Of a fine quality sealette, box back and double-breasted, with deep turn-over collar, fastening close up to throat and turn-back cuffs, lined throughout with a good quality sateen. Sizes 6 to 14 years. Special value . . . **8.75**

Caracul Coats for Women

Winter Coats, of imported caracul, in black only, are made in one of the newest styles, with semi-fitting back single-breasted, buttoned up to throat with large novelty buttons; stylish turn-over collar. Sleeves with wide turn-back cuffs, ornamented with novelty buttons to correspond with front of coat. These coats were exceptional value at \$17.75. Wednesday . . . **8.95**

Feathers in Stoles and Muffs

Imported Marabou and Ostrich mixed Stoles. The fibres are of very good grade, natural or black. Regularly \$6.50, \$8.00 and \$10.50. Wednesday **5.49**

Plain Marabou Sets, stoles 72 inches long, satin lined muffs, black or natural. Regularly \$7.50 and \$8.50, Wednesday . . . **5.83**

Imported Black Ostrich Feather Boas, long fibre, well curled, length 72 and 88 inches, \$25.00, \$30.00 and \$35.00 values. Wednesday . . . **15.95**

Two Embroidery Chances of Unusual Value

New Corset Cover Embroideries, open patterns, on good quality of cambric. 25c quality. January Sale price Wednesday . . . **.19**

Embroidered Batiste, with three rows of white Irish guipure insertion, handsome designs, for blouses and dresses, is 27 inches wide. \$1.25 quality. January Sale price Wednesday, yard . . . **.58**

Wednesday's Ribbon Price

Pure Silk Taffeta Ribbon, 5 and 6 inches wide, regular 20c and 25c per yard, will be cleared Wednesday. The colors are white, cream, pink, lilac, Nile, tan, brown, amethyst, buttercup, grey, purple, Copenhagen, moss, reseda and myrtle; limited quantity to each customer. Wednesday, per yard . . . **.9**

Advance Showing of Silks and Suitings

Double width black dress Satins, include duchesse, mouseline and satin charmeuse, specially dyed and finished. They have the advantage over other silks for the present styles, as they are double width, and will cut to advantage without a seam, 40 and 44 inches wide. Per yard, \$1.50, \$2.00 and \$2.50.

Black Satin Paillette, extra heavy firm weave, soft, lustrous finish, every yard guaranteed, 40 inches wide. Regularly \$1.50, Wednesday, per yard . . . **1.10**

New Spring Suitings, new reversible suitings, Scotch homespun effects, Bannockburns, English worsteds, College serges, French chevrons, etc. All in new greys, tans, greens, blues, etc., all high class fabrics, Simpson quality, and guaranteed thoroughly shrunk and spotproof.

Dress Goods Dept., 2nd Floor.

Robe Lengths in the Wash Goods

Silk chiffon, with lovely hand-embroidered floral designs, for evening wear, receptions, dinners, dances, etc., in light grey, pearl grey, mauve, pink and ivory. The robe length with material for waist and embroidery to match skirt. Special . . . **12.50**

To buy these gowns made up, would cost \$60 or \$70.

A few also in lace and net, voile and marquisette, embroidered in black, alic, rose and mauve. Regularly \$30.00. Special . . . **12.50**

—Wash Goods Dept., 2nd Floor.

Exceptionally Good Values in Silverware

Silver-plated Butter Knives, in the best quality, Louis XV, sterling silver pattern, small and medium sizes. Regularly 50c each. Wednesday, each . . . **.19**

Cut Glass Salt and Pepper Shakers, in fancy patterns, with sterling silver tops. Regularly \$1.00 pair. Wednesday . . . **.49**

NUT CRACKER SETS TO CLEAR AT 39c.

This set consists of six silver plated nut picks and one nut cracker, in a fancy silk lined match wood finished box, with catch. Regular \$1.00 set, Wednesday . . . **.39**

GROCERIES

2,000 Stone-Fresh Rolled Oats, per stone 43c. Choice Side Bacon, premealed, half or whole, per lb. 18c. 1,000 lbs. Choice Prunes, 3 lbs. 25c. Pure White Clover Honey, 5 lb. pail, 68c. 500 lbs. Finest Shelled Walnuts, per lb. 32c. Finest Canned Corn, 3 tins 25c. Canned Peas, per tin 11c. One Car California Sunkist Oranges, good size, and seedless, per dozen 25c. Teller's Cream Soda Biscuits, 3 lb. box 24c. Imported Malt Vinegar, Imperial quart bottle, 20c. Choice Pickles, mixed and chow, 40-ounce bottle 25c. Edward's Dried Beans, tomato, white and brown, 6 packages 25c. Pure Gold Quick Tapioca, chocolate and custard powder, 3 packages 25c. Pure Codfish, 2 lb. box, 30c.

FRESH ROASTED COFFEE, PER LB. 25c.

300 lbs. Fresh Roasted Coffee, in the bean, ground pure or with chicory. Wednesday, per lb. 25c.

Every Day Makes New Records in The Simpson Store

Records of values given and new ideas shown, records of volume of business and satisfaction to our customers. We will make Wednesday a Red-letter day for you if you will give us the opportunity.

New Price Tickets for Carpets and Rugs

Imported Seamless English Tapestry Squares, that will wear like Brussels, in two sizes only, designs and colors for any room. January Stock-taking prices, 9.0 x 10.6, \$12.25; 9.0 x 12.0, \$14.25.

Seamless English Velvet Rugs, a most satisfactory rug for hard wear, lawns, greens, reds and Oriental colorings, in three sizes, 3 x 3 1/2 yards, \$14.25; 3 x 4, \$16.25; 3 1/2 x 4, \$19.75.

Very heavy and well printed Floor Oilcloth, in all widths up to 2 1/2 yards wide, new patterns and colorings. January Stock-taking Sale price, square yard . . . **.25**

Display Millinery at Small Prices

All Trimmed Hats from our show cases used as models for our mid-winter styles. Regularly 12.50 to 18.00. Wednesday 5.00 and 7.50. 38 Matron Hats of velour, in black and white, trimmed with marabou and satin ribbon. Regularly 5.00 to 6.00. Wednesday . . . **2.75**

Satin Finished Black Shapes, in good mid-winter styles. Regularly 1.75 to 2.75. Wednesday . . . **1.00**

OSTRICH FEATHERS.

50 Duchesse Feathers, 20 inches long. Regularly 6.50. Wednesday, until the 50 are sold . . . **4.50**

No phone or mail orders—an 8 o'clock bargain.



Mid-Month in the WHITE SALE

A Clearance of all Broken Lots and Handled Pieces of Whitewear

from our great White Sale will provide excellent range here Wednesday morning. About five hundred garments, consisting of beautiful Night Dresses, Petticoats, Combinations, Corset Covers, Drawers and Princess Slips, that have become more or less counter-soiled, and will be re-marked and arranged for quick selling at reductions of a third to a half from January White Sale prices. No phone orders.

WOMEN'S SWEATER COATS AND AVIATION CAPS AND CHILDREN'S OVERALLS.

Women's Sweater Coats, fine heavy rope knit wool, cardinal color only, V or high neck, have two pockets; length about 30 inches; elegant qualities; sizes 32 to 42 bust measure. Regular prices \$3.50 to \$4.25 each. Wednesday . . . **2.50**

Misses' and Girls' Aviation Caps, fine hand crocheted eiderdown wool, plain and combination colors. Wednesday, each . . . **.75**

Children's Heavy Fleece-lined Jersey Cloth Overall or Drawer Leggings, covers from the waist down; colors red, black, navy, grey, brown; not all sizes in all colors; all sizes in lot; 2 to 6 years. Regular price \$1.25. Wednesday . . . **.68**

Blouse Prices that Command Attention

White Lawn Blouses, of embroidered white lawn, wide cluster tucking, and panels of embroidery, in several patterns, full length sleeve, tucked cuffs and collar, have edging; opening front. Sizes 34 to 42 inches. Regularly \$1.00. Wednesday . . . **.65**

Shirt Waists of vesting, and pure Irish linen, all new styles, tucked or plain fitting, kerchief pocket, shirt sleeves and link cuffs, a few hand-embroidered; all sizes in the collection. Wednesday 1.25



How the Sale Affects Linens and Staples

In this section we have made an effort to give the best obtainable anywhere.

50c SHEER CROSS BAR BLOUSE LINEN 25c YARD. 36-inch White Irish Blouse Union Linen, grass bleached, pretty cord stripes and cross bars, for lingerie blouses, 460 yards only. Regular 50c yard, Sale price, Wednesday . . . **.20**

30c AND 35c WHITE DIAPER LINENS 18c YARD. Soft pure linen, Grass Bleached Irish Diaper Linens, beautiful quality linen birdseye weave, 36-inch. Regular 30c and 35c yard, sale price, Wednesday . . . **.18**

42-INCH FINE ENGLISH MADAPOLLAM 12 1/2c YARD. A wide width, perfectly pure Madapollam for undergarments, splendid quality, made from long staple cotton. Only 400 yards. Sale price to clear Wednesday, yard . . . **12 1/2c**

1,000 YARDS CRASH ROLLER TOWELLING, 6 1/2c YARD. Good heavy make and all pure linen, will dry perfect.

ly and give great value with or without border. Sale price, Wednesday, . . . **.6 1/2**

300 PAIRS HEMMED BLEACHED SHEETS 98c PAIR. Made from a fine English Sheetings, about 68 x 90 inches, for double beds, torn sizes and standard width beds. Sale price, Wednesday, pair . . . **.93**

LARGE WARM SATIN COMFORTERS, \$2.83 EACH. 72 x 78 inches, reversible, beautiful block printed English Satin. Cotton filling, white fluffy cotton filling, stitched designs, delightful colorings. Only \$6, sale price each, Wednesday . . . **2.83**

DOUBLE DAMASK TABLE CLOTHS, \$2.88 EACH. Extra quality grass bleached Double Satin Damask Table Cloth, 2 1/2 x 2 1/2 and 2 x 3 yards. Made from pure linen, very fine bordered designs, about 110 in the lot. Regularly \$4.00 to \$4.75 each, Sale price Wednesday . . . **2.88**

Phone direct to Linen Dept., Second Floor.



Overcoats for Rough Weather

Now is low-price time in the Overcoat Section, of which the accompanying prices are proof enough. We handle only the better grades, and we place a limit on the number of any one kind—you'll like the assortment. We can fit you.

Broken lines, sample Overcoats, and a number from the regular stock, made from new two-tone browns, medium shades of grey and fancy mixed tweeds, black meltons and grey chevrons; cut single-breasted style, with velvet and self collar; excellent linings and good tailoring. Regular \$14.00, \$15.00 and \$18.50. Wednesday . . . **10.45**

MEN'S WORSTED TROUSERS.

Made from an English worsted, in fancy stripe, of light and medium shades; well tailored, and cut. Regularly \$3.50 and \$4.00. Wednesday . . . **2.49**

BOYS' TWO-PIECE SUITS.

Sample Suits, regular stock suits, special lines and all our odd lots and sizes, we offer Wednesday at . . . **2.49**

Suits in brown, grey and dark English and Scotch tweeds, lined with English mohair and twilled linings; single and double-breasted, in Norfolk and plain sack style, perfect fitting, and put together by skilled workmen. Sizes 24 to 33. Wednesday . . . **2.49**

Underwear Priced for Quick Clearance

Men's Heavy Scotch Wool Underwear, in natural and Shetland shades, beautifully made and trimmed; double-breast style; all sizes. Regularly 75c, \$1.00 and \$1.25. Wednesday, to clear, per garment . . . **.59**

Boys' Heavy Sweaters and a few medium weight Jerseys, in blue or grey, trimmed with contrast colors; all sizes in the lot; all perfect goods. Regularly 75c and \$1.00. Wednesday . . . **.49**

Furniture of Character For a Big Selling Day.

Dressers in dull mahogany finish large oval shaped mirror, with wood trimmings. Regularly \$1.00. Wednesday selling . . . **21.00**

Dressing Tables in genuine quarter-cut oak, rich golden finish, large circular mirror. Regularly 25.50. Wednesday selling . . . **21.00**

Dining Chair of solid oak, heavy panel back and upholstered seats of genuine leather. Sets consisting of five small and one arm chair. Regularly 18.75. Wednesday selling . . . **14.00**

Brass Bedsteads, with two and a half inch post, heavy upright filling, bright and satin finishes in 4-6 size only. Regularly \$28.00. Wednesday selling . . . **20.00**

Parlor Suites of three pieces, made of solid birch, highly polished back, and seats upholstered in good quality of silk tapestry. Regularly 35.00 to 37.50. Wednesday selling . . . **26.90**

Old Parlor Pieces of assorted designs, made of solid birch frames spring and pad seats upholstered in silk tapestry. Prices ranging from \$5.00 to 12.00. Wednesday selling . . . **6.90**

Deverports, made of solid oak, birch and genuine mahogany, upholstered in denim, velour, art leather and genuine Spanish leather. Prices ranging from 21.75 to 73.00. Wednesday selling from \$16.00 to \$66.00.

Papers for Every Style

of home are being shown in our big special Wall Paper selling. Some living-room grades give excellent price advantages.

Boxed leathers, Caldercruix meals, Japanese grass cloths, English tweeds, French greys, London Javas, jasper, corduroy and pin stripes, in browns, tans, buffs, Spanish, tobas, wood shades, pumpkin, old grey, tuscan, green, champagne, terra, old blue. Per roll, 25c, 35c, 50c, \$1.00 to \$12.00.

Dividers and Medallions to blend, from 1 in. to 21 in. wide. Per yard 5c, 8c, 10c, 15c, 25c to \$1.00.

Specials in the China Sale

China Tea Cups and Saucers, translucent white body. January Sale . . . **12 1/2c**

Dinner Sets, complete dinner and tea service for six people, splendid wearing quality, Staffordshire ware, neat floral design. January Sale Special . . . **2.98**

Marble Statuary, busts of Napoleon, Wagner, Mozart, Dickens, Burns, etc. Half-price . . . **4.25**

6 only Marble Pedestals, half-price . . . **4.50**

The **SIMPSON** Company Limited