

SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

GRUBS:

Light clothing does not much change in temperature.

SIMPSON

Christmas Furs Great Bargain Prices

50 Mink Marmot Capelines, with deep storm collars, long stole fronts, trimmed with 6 squirrel tails, good satin lining. Regular \$8.75 and \$9.50, Friday bargain 4.95

47 Black Belgian Hare Stoles, 7 inches wide, 56 inches long, have insertion of shirred satin, trimmed with tails; black silk lining, a new and stylish stole. Regular \$6.50, Friday 5.00

Black Belgian Hare Muffs, extra large pillow shape, insertion of shirred satin to match stole, silk lined. Regularly \$6.00, Friday bargain 4.50

50 Children's White Coney (imitation ermine) Sets, square pillow muffs and storm collar, trimmed with tails; cream satin lining; an elegant Christmas gift. Friday bargain, per set 3.25



Only the Best is Good Enough for Her

We have kept this constantly in mind in selecting this unusual array of women's bargains. In every case quality stands first, and the price inducement follows.

Handsome Dresses on the Friday List

(Mantle Dept., Third Floor.)

Women's One-piece Dresses, of figured silks, fancy nets, messalines and delaines, in a number of different styles; semi-low or high collars; short or long sleeves; waists trimmed with lace insertion, fine tuckings, buttons or silk braided designs; skirts are pleated or gored styles, trimmed to match waists; a variety of colors. Regular prices \$14.50 to \$25.00. Friday bargain 7.95

Women's Walking Skirts

Women's Walking Skirts, of imported tweed, in brown, green or dark grey mixtures, made in a plain six-gore style, with plain front and back panels, fastening at side front. A most serviceable skirt for winter wear. Regular price 2.98 \$4.25. Friday bargain 2.98

Misses' Coats Priced for Friday

Beaver and Chinchilla Cloths, made up into coats with semi-fitting or loose backs, and shawl or "Presto" collar, are lined throughout with sateen or cashmere and trimmed with braid or velvet. Colors are grey, fawn, navy, scarlet, mauve and slate. Sizes 14 to 20 years. Regularly \$16.00. Friday bargain 10.75

A Clearing of Women's Coats

A lot of Women's Winter Coats, made from dark tweed mixtures, frieze cloths, in black only, and diagonal woads in black and grey stripes. The styles are good, with semi-fitting or loose backs, buttoned up to throat or with velvet collar and cuffs. Some have strappings of self. Patch pockets. Friday 3.49

Dresses for Girls

Girls' Winter Dresses, navy blue and white cashmerette, prettily trimmed, sizes 2 to 14 years. Regular price \$1.75 each. Friday bargain95

GIRLS' SWEATER COATS.

Girls' Coat Sweaters, peasant style, of heavy ribbed wool, have high neck; red with grey, or grey with red trim; sizes 3 to 10 years. Regularly \$1.50 each. Friday bargain, each75

Tunic Overdresses

10 only, Cotton Voile Tunic Overdresses, beautifully embroidered with porcelain beads, also 12 very fine and dainty lace robes, regularly \$6.95 to \$12.50. Great Friday bargain 3.95

Three Silk Values

Rich black satin paillette, extra heavy quality, firm even weave, full black and guaranteed to give good wear, 36 inches and 40 in. wide. Regularly \$1.35, Friday bargain, per yard96

English and Swiss Peau de Sole, French satin paillette and satin de chene, in a big range of colors, including ivory and black, also black and white stripes, navy and white, white and black stripes. Friday bargain38

150 yards only, rich black Chiffon Velveteen, silk finish, guaranteed fast dye and excellent weight; for dresses, suits, coats, 48 inches wide, Friday bargain, per yard 2.90

Extra Values in Dress Goods

ALL WOOL DELAINES.

3,500 yds. only of French, English, Austrian and Swiss Delaines, made from the best botany yarns in a big variety of high-class designs and beautiful color combinations. These make excellent Xmas gifts, and we give with every length a beautiful presentation box. Reg. values 40 and 50 per yd. On sale Friday at, per yd. 2.9

The Lining Section

Moreen skirting suitable for coatlinings, underskirts, etc., in a large range of colors and black, 38 inches wide; regular 50c and 55c yard, Friday bargain, yard39

Shadow Striped, Twill and Fancy Coat Linings, in all the newest shades of greys, blues, fawns, etc., also ivory and black, 40 inches wide, regularly 35c and 50c yard, Friday bargain, yard27

Moire Lining, suitable for skirts, coat linings, etc., nice crisp finish, in all colors and black, 40 inches wide; regularly 25c yard, Friday bargain19

Japanese Kimono Sacques

Kimono of Silk Crepe, lined throughout and faced with Japanese silk; oriental and floral patterns, sky, grey, pink and Copenhagen. Regularly \$3.00. Friday bargain 2.49

Petticoat \$2.98

Imported Silk Moirette Petticoats, navy, grey, blue, black, shots and tartan plaids; tailored and pleated flounces; velvet binding, all lengths in the lot; regular \$4.50 and \$5.00, Friday bargain 2.98

Millinery Prices to Make Business

Trimmed Hats and Velvet Turbans, in large and medium styles, well finished. Regularly \$3.50 and \$4.50. Friday bargain 1.00

Felt shapes. Regularly \$1.00 to \$1.50. Friday bargain25

Children's hats and bonnets in silk, bear cloth, wool and felt. Regularly 75c, \$1.00, and \$1.25. Friday bargain25

Two to each customer.

THE SIMPSON STORE Snap-Shots of a Bargain Day

Compressed into the very limited space below are more hints of the immense values we have ready for the second Friday before Christmas.

Many of them cannot occur again as they are clearing prices, while the numberless savings all over the store make it well worth while to come Friday as early as possible.



Women's Underwear for Winter Weather

Clearing of Women's heavy fleecelined Vests and Drawers, fine ribbed white cotton, unshrinkable, sizes 32 to 38 inches. Regularly 60c each. Friday bargain, each35

Women's Nightdresses, fine heavy striped flannelette, fancy braid trimmed, our best make. Sizes 56, 58, 60 inches. Regularly 90c each. Friday bargain65

Infants' Wear for Friday Selling

2 styles Infants' cream serge or broadcloth coats, trimmed with beautiful silk embroidery or broadcloth coats, trimmed flannelette; silk ties; sizes for 6 months to 2 years, lengths 22, 24 inches. Regularly \$4.00 and \$4.50. Friday bargain 1.75

Infants' elderdown sacques for ages 6 months to 2 years, light or dark red. Regular price 60c each. Friday bargain25

Infants' Dresses, very dainty and fine, white lawn trimmed with fine embroidery insertions and ruffles, sizes 6 months to 2 years. Regularly \$2.00 each. Friday bargain 1.00

Come Early for Blouses

200 lovely Net and Lace Blouses, all new and attractive designs, kimono or set-in sleeves, trimmed with gimpure lace motifs and edgings, all silk lined, white ecru or black; all sizes, but not all sizes in each style. Regularly \$2.35 and \$4.50, Friday bargain 1.95

Real Lace Buttoned Blouses, lace braids, with yoke effects, showing Irish lace motifs, short kimono or full length sleeves, with lace edging. Regularly \$4.00, Friday bargain 1.95

Waists of Chiffon Silks, all this season's styles, plain tailored, with front opening, or more dressy effects with braid and lace motif trimming, and fine tuckings; kimono or set-in sleeves. Also some in natural Rajah silk, black, navy, brown, and reseda. All sizes. Regularly \$3.50, \$4.00 and \$5.00. Friday bargain 1.95

6-inch Ribbon 15c

One of the best Ribbon values at this season is Taffeta Ribbon. Fully 6 inches wide, firm and of good quality. This is excellent for hair bows, sashes, etc. All colors, including white, pink, pale blue, sage, navy, Christmas red, etc.

We will fill phone and mail orders, Friday bargain 15

Hosiery for Winter

Women's English All Wool Cashmere Hosiery, plain, ribbed and plain with silk embroidered fronts. Friday bargain 29

Children's Ribbed Black Cashmere Stockings, sizes 6 to 10; also sky fine ribbed, sizes 7 to 8 1/2. Friday bargain 19

Men's Merino Socks, seamless, spliced heel, toe and sole. Regularly 23c, Friday bargain 3 pairs 50c.

On the Glove Counters

Women's Cashmere Gloves, black tan, dome fasteners. Regularly 25c. Friday bargain 15

Women's Ringwood Gloves, in a variety of colors and black wool mittens. Regularly 25c, Friday bargain 15

Women's French Kid Gloves, black, tan, mode, white, green; not all sizes in white. Regularly 75c, Friday bargain 49

Men's Wool Lined Sarsac Leather Mittens, with knit wool cut. Friday bargain, pair 33

Men's Horse-hide Gloves, wool lined, draw string, wrist of splendid wearing quality. Regularly 75c. Friday bargain 50

A Corset Special

(3rd Floor.)

Beautiful Royale Model Corsets of white coutil, medium bust, extra long and graceful below waist, finest boning, 4 garters, lace trim, sizes 18 to 28 inches. Regularly \$1.50. Corset, Friday bargain 87

\$2 Long Kid Gloves \$1.29

Women's Long French Kid Gloves, a manufacturer's clearing. Consists of glove and undressed suede in black, 12 and 16-button lengths, also some tan and grey, in 12-button suede, all have the mousquetaire wrist with dome fasteners. All sizes. Regularly \$2.00, on sale Friday morning, pair 1.29

Calendars

2,000 Calendars, Beautiful Canadian scenes. Reg. value 15c each, Friday 2 for .13

The Popular Oz Book

Regular value \$1.35, Friday bargain, each95

—Book Dept., Main Floor.

The **SIMPSON** Company Limited

Handkerchiefs To Fill Your Christmas List

Men's White Irish Lawn "Initial" Handkerchiefs, soft linen finish, full size, 1-inch hem, Friday, 4 handkerchiefs in Xmas box for25

Women's Extra Fine Pure Irish Linen Handkerchiefs, 4-inch hem, fine smooth finish. Friday, 4 handkerchiefs in Xmas box for24

Children's White Lawn Handkerchiefs, trimmed with narrow Valenciennes lace, Friday, 7 handkerchiefs in Xmas box for24

Silk "Initial" Handkerchiefs for Men, in pure Japanese silk 1-inch hem, full size with silk embroidered initial in corner. Friday, 2 handkerchiefs in Xmas box for38



Great Value in Men's Winter Overcoats

Made from new browns, greys and green, fancy and mixed tweed ulstering, and from a black chevrot finished melton; they are Chesterfield style, with black velvet collar; the tweed ulsters are made the full ulster length; linings and tailoring are excellent. Regularly \$12.00. Friday bargain 6.95

Men's Bath Robes

Men's Austrian Blanket Bath Robes, made in grey, greens and browns, of a fancy scroll pattern; are cut long, loose and roomy. Friday bargain price 3.00

Men's Fancy Vests

Made in new two-tone greys, browns, cream shades, in fancy stripe pattern. Regularly \$2.50, \$2.75, \$3.50 and \$4.25. Friday bargain 1.95

Boys' Ulsters Friday \$4.95

English and Scotch Cloths, made with the latest convertible collar; both single and double breast styles, neat patterns, medium and dark shades. Each coat is carefully tailored. Sizes 28 to 32 inches, Friday bargain 4.95

Boys' Overcoats \$2.59

Only Prussian Overcoats with buckram buttons, velvet collar and wool linings. A well assorted range from our regular stock. Sizes 2 1/2 to 5 years. Friday bargain 2.59

BOYS' TWO-PIECE SUITS, \$3.15. Only a limited number boys' two-piece blousier suits. Odd sizes from our regular stock. Light, medium and dark shades. Sizes 24 to 32 inches. Friday bargain 3.15

Underwear Concessions for Men

Men's natural wool underwear, odd lots left over from our recent bargains, all sizes in the lot. Regularly up to \$2.00, Friday79

MEN'S SWEATER COATS, 69c. Heavy Plain Rib Knit Sweater Coats, V shaped neck, grey and tan, navy with red, medium sizes only. Regularly \$1.25. To clear Friday69

MEN'S NECKTIES. Christmas neckwear in many shades and designs, are made from silks that would sell in the usual way at 50c and 75c. Friday each box .25

Umbrellas for Giving

Women's umbrellas, handles mounted with rolled gold and sterling silver; silk mixture covers, \$3.50, \$4.50 and \$5.00 values. Friday 2.49

Men's silk cased umbrellas, neat handles. Special 1.95

Drug Section Savings

Travelling Rolls, for carrying toilet articles of all kinds. Regularly \$1.55, Friday bargain95

Tobacco Pouches, all rubber, different styles, 50c. Friday bargain35

Vacuum Bottles, keep liquids hot or cold for 24 hours. Equal to any make. Pints \$1.85, quarts \$2.85. Art Gum, for cleaning belts, kid gloves, pictures, books, etc. Regularly 10c. Friday5

Beef Iron and Wine, 40c bottles, Friday25

Syrup White Pine and Tar, best for coughs and colds. 3-oz. bottles, Friday19

Cough Drops, 5c packages; Friday 3 for 10c.

Prices for Friday on Boots, Slippers, Rubbers and Leggings

Women's boots, button and blucher style, patent coil and dongola kid leather, medium and high heels, sizes 2 1/2 to 7. Regularly \$2.49 and \$3.00. Friday bargain 1.99

Men's boots, blucher style, box calf, patent coil, gummetal and dongola kid leather, Ames Holden and McCready brands, sizes 6 to 11. Regularly \$2.50 and \$3.00. Friday bargain 1.99

Children's boots, dongola kid leather, blucher style, patent toe-cap, spring heels, sizes 5 to 10 1/2. Regularly \$1.00. Friday bargain69

Children's white leggings, fine imported jersey cloth, sizes one to six years, slightly soiled. Regularly 1.25. Friday bargain49

Women's English felt slippers, leather or corticure soles, black only, sizes 3 to 8. Friday bargain39

Women's fur trimmed puttees, flexible hand-turn soles, medium heels, colors red, brown and black, sizes 3 to 8. Friday bargain99

Rubbers corrugated soles and heels, guaranteed perfect, bright new stock. Men's .65, Boys' .55, Women's .45, Youths' .48, Misses' .35, Children's .30.

Groceries for Friday

2,000 Bags Choice Family Flour, 4 bag 56c. Choice Currants, cleaned, 3 lbs. 25c. Choice Valencia Raisins, 3 lbs. 25c. Yellow Cooking Sugar, 3 1/2 lbs. 50c. Perfection Baking Powder, 3 tins 25c. Pure Kettle Rendered Lard, 1 lb. package 15c. New Orleans Molasses, Cherry Grove Brand, 2 lb. tin 10c. Canada Corn Starch, package 7c. Choice Mixed Peel, oranges, lemon and citron, per lb. 15c. Choice Creamery Butter, per lb. 34c. Finest Canned Corn, 3 tins 25c. Choice Ringneck Rice, 6 lbs. 25c. Finest Pearl Tapioca, 3 lbs. 25c. 1,000 Pickled Shoulders of Pork, lean and mild, 6 to 8 lbs. each, per lb. 10c.

2 1/2 LBS. PURE CELONA TEA 69c.

A blend of India and Ceylon Teas, one ton, Friday, black or mixed, 2 1/2 lbs. 68c.

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