

SIMPSON Store Opens 8 a.m. Closes 5.30 p.m.

H. H. FUDGER, President. J. WOOD, Manager

Probabilities—Easterly winds; mostly cloudy, with a slight rise in temperature.

SIMPSON

SIMPSON'S FRIDAY BARGAINS

Rents Are High in Toronto

What has that got to do with Simpson's Friday Bargains? If rents were not high there would be no bargains. This store occupies rather a unique position from a business point of view. Every cubic inch has its value. We can't afford to turn our valuable space into free sleeping accommodation, not even for a veritable sleeping beauty. So that anything that is likely to rest here too long wakes up a bargain, hence these "beauties" for to-morrow's shoppers.

Women's Coats at One-Sixth Value

A gathering together of broken lines, diagonal serges, tweeds, beaver and kersey cloths. In black, brown, navy, green, grey, amethyst and tweed mixtures; sizes from 34 to 42. Regular \$7.50, \$8.50, \$10.50, \$12.50 and \$15.50. Friday \$2.50.

35 only Misses' Suits, imported vicuna and tweed mixtures, lined with English twill. Skirts are plain or semi-pleated; colors brown, navy, green and tweed mixtures. Regular \$12.50. Friday \$2.50.

28 Women's One-piece Dresses, French serge, yoke and high collar, made of net lace; waists trimmed silk cord design; others self-banded; skirts plain or pleated styles; colors wine, tan, black, navy and grey. Regular \$13.50. Friday \$7.95.

Misses' Semi-fitting Coat, wide wale diagonal serge, in black and navy, lined across shoulder with same material, deep roll collar, inside with black velvet and edged with strapping of self-turn back cuffs, patch pockets. Regular \$10.50. Friday \$5.75.

100 only Women's Skirts, all-wool Panama, in plain colors and in black and white stripes, made up in smart styles, either plain or pleated, black, navy, brown. Regular \$4.50 and \$7.75. Friday \$2.95.

Whitewear Bargains

Night Dresses, of fine pailsock, V neck, yoke of all-over embroidery and beading, run with 1 1/2 inch silk ribbon, long trimmed sleeves, lengths 56, 58, 60 inches. Regular \$1.75. Friday \$1.25.

Drawers, cotton, umbrella style, trimmed with frills of embroidery, lengths 23, 25, 27 inches. Regular 50c pair. Friday 35c.

Princess Slips, fine pailsock, waist trimmed with narrow hand embroidery, beading and silk ribbon on neck and arms, skirt with darts; sizes 32 to 42 bust. Regular \$2.50 each. Friday \$1.50.

Corset Covers of white flannel, tight fitting, some high neck, trimmed with silk embroidery and narrow lace. Sizes 32 to 42 bust. Regular 30c. Friday 25c.

WOMEN'S UNDERWEAR.

Women's Vests, ribbed wool and cotton mixture, natural or white, some are slightly imperient, high neck, long sleeves, button front; sizes 32 to 38. Regular up to 75c each. Friday 35c.

Women's Black Tights, wool and cotton mixture, length 32 to 38 inches. Regular \$1.00 pair. Friday 65c.

CORSETS.

"Royale" Model, in white batiste, medium bust, long skirt, six garters, rustproof boning, wide side steels, lace and ribbon; sizes 18 to 26 inches. Regular \$2.50. Friday \$1.50 pair.

Corsets, white jean, medium bust, long hips, four side steels, four garters, lace trimmed, sizes 18 to 26 inches. Friday 50c pair.

SWEATER COATS—THIRD FLOOR.

Women's Sweater Coats, white, double breasted, turn-down collar; length about 29 inches; sizes 34 to 40 bust. Regular \$5.00 each. Friday \$3.50.

GIRLS' DRESSES.

Girls' Dresses, all-wool printed French flannel, navy blue, with small green dot, trimmed with velvet, silk braid and small brass buttons; sizes 6 to 14 years. Regular \$6.00 each. Friday \$2.95.

Little Girls' Dresses, printed cashmere, color sky blue, with small white dot, one-piece style, trimmed with wide plaids; sizes 2, 4, 5 years. Regular \$1.00. Friday 50c each.

INFANTS' WEAR.

Infants' Cloaks, crease, Bedford cord, capes trimmed with lace and satin ribbon and cord, interlined and lined throughout. Regular \$2.50 and \$2.75. Friday \$1.25.

Infants' Narrowcoats, or long skirts, white flannel, cambic waist, edges finished with shell edging; length 32 inches. Regular 50c each. Friday 25c each.

Infants' Robes, christening style, in finest lawn, panel of hand embroidery and Val. lace insertions, and narrow frills; lengths 34 and 40 inches. Regular \$5 each. Friday \$1.95.

\$1.25 Dressing Sacques 59c

Ladies' Dressing Sacques, of good quality flannel, made with stand-up collar and four sleeves, belted at waist; collar, cuffs and belt trimmed with fancy stitching, others trimmed with fancy border; colors sky, grey and cardinal; sizes 34 to 42. Regular \$1.25. Friday 59c.

Hosiery Sale

Women's Cotton Hose, black and fancy colored. Regular 25c. Friday 15c.

Women's Cotton Hose, black, fancy colored, black lace and fancy spot. Regular 30c. Friday 19c.

Women's Plain Black Cashmere, seamless. Regular 35c. Friday 25c.

Misses' 2-1 Ribbed Black Cashmere Hose. Regular 25c. Friday 19c. 3 pairs 50c.

Infants' Socks, fancy tops. Regular 25c. Friday 12 1/2c.

Men's Cashmere Socks, 2-1 ribbed, black plain in black, green, tan, purple. Regular 25c. Friday 18c. 3 pairs 50c.

Men's Plain Black Cashmere Socks, seamless. Regular 20c. Friday 12 1/2c.

Men's Cotton Socks, black and fancy colored. Regular 20c. Friday 12 1/2c.

Men's Cotton Socks, plain colored and fancy striped and checked. Regular 25c. Friday 15c.

Women's Kid Gloves, glace finish, black, tan, dome fasteners, all sizes. Regular 75c. Friday 40c.

Women's Cashmere Gloves, navy, brown, grey, white, ringwood gloves, in a variety of colors and kinds. Regular 85c. Friday 45c.

Men's Scotch Knit Gloves, all-wool. Regular 85c and 95c. Friday 45c.

Dress Goods Sale

5,000 yards high-class Dress and Suiting Fabrics, including black and white shepherd checks, in various sizes of check, all wool, San Toya, Poplins, Taffetas and Henriettes, 42 to 44 inches wide. Regular 65c to 75c. Friday, 50c.

3,000 yards of Black Dress and Suiting Fabrics, full blue blacks, new San Toya, Poplins, Taffetas, Silk Stripe Voiles, Cord de Chine, Henriettes, Voiles, in fine, medium or coarse mesh. Wholesale suitings, etc. Regular up to \$1 per yard. Friday, 60c.

LINING DEPARTMENT.

1,000 yards Spun Glass Linings, in a full range of colors, in the newest shades of blue, brown and grey, etc., also in ivory and black, 36 in. Regular 25c. Friday, 19c per yard.

1,000 yards Duchoise Satzen, in a good quality, black only, 40 inches wide. Regular 35c. Friday, 19c yard.

A Silk Sale

1,000 yards Swiss Satin de Chine, 20 in. wide, in all the fashionable shades.

1,000 yards Swiss Satin Paillette, 19 and 20 inches, all leading shades and black.

1,000 yards French Beau de Sole, 20 in. wide, every shade represented.

1,000 yards French Satin Messaline, 20 in. wide, newest of shades.

1,000 yards Black and White Checks and Stripes, 20 in. wide. The newest for spring wear.

500 yards Japanese Habutai Silk, ivory and black only, one yard wide.

FRIDAY'S PRICE, 47c.

500 yards Black Satin Paillette, a silk we guarantee, 40 inches wide, Friday, \$1.19.

Wash Goods—2nd Floor

Cotton Shantung Suitings, in the following colors, brown, pink, mauve, white and rose. Regular 25c. Friday, 19c.

Plain Colored Voile, in red, green, pink, black, brown, grey and fawn. Regular 25c. Friday 11c.

Printed, Muslin Lawns and Organzies, regularly to 25c. Friday 7 1/2c.

30 pieces of Gingham, various stripes and checks, some of Anderson's celebrated cloths among them; all regularly 12 1/2c to 17c. Friday, 7c.

36-inch English Prints, mostly white grounds, with black and colored stripes. Regularly 15c. Friday, 8c.

Waists

Velvet Waist, in kimono style, piping running over shoulder and down each side, leaving pointed yoke; colors are black, navy and brown. Sizes 32 to 42 inches. Regular \$3.95. Friday \$2.98.

Embroidered Lace Waists, in Persian colorings, with heavy gulfure insertion at intervals, to tone with lace, Dutch collar and kimono sleeves. Sizes 32 to 42 inches. Regular \$3.95. Friday \$2.48.

Two tables of Wash Waists, left over from lines that have been selling at \$1.50, \$1.85 and \$2.25, all sizes. Friday 95c.

Four tables of Wash Waists, in white and in colors, navy, white spot, black and white. Regular 75c, 95c and \$1.25 each. Friday 48c.



Extraordinary Happenings in the Men's Department

Did you ever have a presentiment that something was going to happen? Generally it turns out to be something particularly disagreeable. By rights, half the men in Toronto ought to have had a great big presentiment, because something has happened. This time it is not bad news—not another bank failure—just this: There are \$25.00 Men's Fur-Lined Coats marked down to \$10.00 at Simpson's. Come and see them, but get there early on Friday morning. That is only the first item. Read the others.

22 Men's Fur-Lined Coats, extra fine black cloth shells, well tailored and finished, shawl or rolling collars of No. 1 Russian marmot, lined with black China dogskins. Regular \$25.00. Friday bargain for \$10.00.

Men's Winter Wear Caps, in fine quality navy heavier cloth, or fancy tweeds, driver and golf shape, fine finish, and have fur-lined bands to cover the ears. Regular up to \$1.50. Friday, 25c.

Men's Fur Caps, in electric seal, astrachan and beaver, mostly wedge shape. Regular \$3.50. Friday, \$1.00.

Children's Wool Togues, balances of lines and assorted colors, long or hockey style. Regular 39c. Friday, 12c.

Children's Carriage or Go-Cart Robes, in fine grade China lambskin. Regular up to \$3.00. Friday, 95c.

Men's English Tweed Suits, in dark grey and brown grounds, with thread stripes, three-button single-breasted sack models, best of linings and trimmings; sizes 35 to 44. Regular to \$12.00. Friday at \$6.45.

Men's Tweed Working Pants, in dark stripe patterns, well made; sizes 31 to 42-inch waist. Regular \$1.50. Friday at 98c.

Boys' Two-piece Suits, in medium and dark grey mixed grounds, with thread stripes, single-breasted, Norfolk and double-breasted styles, lined with good quality linings; sizes 25 to 28. Regular to \$5.00. Friday at \$2.98.

Boys' Chesterfield Overcoats, black velvet collars, also College Ulsters, in single and double-breasted styles, with military and convertible collars; sizes 28 to 34. Regular to \$6.00. Friday at \$2.98.

550 Men's Knitted Mufflers, mostly with fringe ends, pure wool and mercerized. Regular 50c, 75c and \$1.00. Friday, 28c.

750 Men's Neglige Shirts, slightly counter soiled. Regular 50c. Friday, 39c.

1000 Men's Work Shirts, black and white stripes; some with large double breast and yoke; all sizes. Regular 75c and \$1.00. Friday, 59c.

Boots and Shoes

350 pairs Women's Boots, strong Dongola kid leather, dull Blucher tops, patent toe-caps, medium heavy sole, Cuban heel, all sizes, 2 1/2 to 7, regular \$1.75. Friday bargain, \$1.25.

180 pairs Women's Buskins and Elastic Side Boots, prunella cloth, flexible leather sole, low heel, all sizes, 2 to 8. Friday bargain, 90c.

30 pairs Women's Slippers, for evening wear, patent leather and beaded kid, French and Cuban heels, sizes 6, 6 1/2 and 7 only, regular \$3.50 and \$3.75. Friday bargain, \$2.49.

240 pairs Youths' and Small Boys' Boots, sizes 11, 12, 13, 1 and 2, box kip and kid leather, Blucher, heavy sole, regular \$1.50. Friday bargain, 90c. (Phone orders filled.)

200 pairs Children's Boots, strong Dongola kid leather, Blucher, patent toe-caps, wide fitting, heavy soles, spring heels, all sizes, 8 to 10 1/2. Friday bargain, 75c. (Phone orders filled.)

50 pairs only Women's Sample Boots, size 4, B width, patent colt, vici kid, tan calf and patent with cloth tops, regular \$3 and \$4. Friday bargain, \$1.95.

180 pairs Men's, Boys' and Youths' Boots, Blucher, box kip leather, heavy sole, easy fitting, long wearing—Men's, all sizes, 6 to 11. Friday bargain, \$1.99.

Boys', all sizes, 1 to 5. Friday bargain, \$1.69.

Youths', all sizes, 11 to 13. Friday bargain, 90c.

Embroidery Remnants

1670 New Remnants in Embroideries, no two pieces alike (except in different widths to match insertions), 5 and 6 yards in each length, all widths from 1 1/2 to 12 inches, in cambric, nainsook and Swiss. Friday half-price, per length 14c, 19c, 28c, 35c, 23c to \$1.05.

Wash Laces Half Price

Washable Nottingham Laces and insertions, all widths from 1 to 5 inches, in machine Torchon, machine Cluny, German Valenciennes. Friday less than half-price, 15c laces for 5c yard; 30 laces for 3c yard; 6c laces for 3c yard; 10c laces for 5c yard; 80c dozen for 35c; 50c dozen for 20c; 15c dozen for 8c; 25c dozen for 10c dozen.

Trimming

35 White Robes, heavy Indian Head, embroidered with pretty floral and spray designs, all high grade, the shaped skirt, and material embroidered for bodice included. Regular \$5.50. Friday \$1.99.

10 dozen Black and White Ostrich Feathers, 17-in. long, 5 1/2-in. wide, beautiful glossy fibre. Regular \$4.00. Friday \$2.50.

75 Children and Baby Bonnets, in broadcloth and fur trimming, with ruching and satin ribbon. Regular up to \$2.00. Friday 25c each.

3000 yards of 7-inch Silk Ribbon, in all the best colorings. Regular 65c and 75c a yard. Friday 26c yard.

34 Trimmed Hats, in silk, velvets, draped turbans and large-velvet shapes, in black, trimmed in good combinations. Regular \$10.00. Friday \$1.55 each.

Handkerchiefs

1040 dozen of Women's and Children's White Lawn Handkerchiefs, linen finish. Regular 60c a dozen. Friday 12 handkerchiefs for 20c.

Men's and Boys' White Lawn Handkerchiefs, hemstitch, 1 1/2-inch hem. Regular 60c dozen. Friday 5 handkerchiefs for 15c.

Sample Handkerchiefs, in fine embroidered, Swiss, scalloped and hemstitch borders, some trimmed fine Valenciennes insertion and lace. Regular 25c to 35c. Friday 2 for 25c.

Women's Furs

25 Natural Raccoon Muffs, large rug shape, with head and tail, satin lined. Regular \$12.00. Friday \$7.50.

25 only Odd Fur Stoles, scarfs and collars, in marmot, near seal, astrachan, fox, bear and other furs. Regular up to \$7.50. Friday \$1.95.

Black Belgian Hare Muffs, extra large, new rug shape, trimmed with tails and paws, both sides alike, good silk lining. Regular \$7.00. Friday \$4.45.

Black Belgian Hare Stoles, two styles, one extra wide on shoulder, other can be used as stole or throw scarf, silk lined, trimmed with tails and heads. Regular \$7.00. Friday \$4.45.

Furniture Sale

50 Willow Arm Chairs, buff color, large size, strongly made. Regular \$3.75. Friday, \$2.99.

Iron Bedsteads, white enamel, with brass caps. Regular \$2.50. Friday, \$2.10.

Iron Bedsteads, in white enamel, with brass caps. Regular \$4.75. Friday, \$3.85.

Mattresses, seagrass centre, and heavy layer of jute on both sides. Regular \$2.90. Friday, \$2.45.

Pillows, with fancy blue art ticking, and filled with renovated feathers. Regular \$3.50. Friday, \$2.40.

Dressers, quartered oak finish, three deep drawers, and bevel plate mirrors. Regular \$7.00. Friday, \$6.45.

Woven Wire Bed Springs, triple weave, hardwood frame. Regular \$3.00. Friday, \$2.88.

Bedroom Outfits, of six pieces, dresser, washstand, iron bed, woven wire spring mattress and pair of pillows. Friday, special bargain, \$15.05.

Curtains

Tapestry Curtains, good designs, reversible, fringed top and bottom, 40 inches wide, 3 yards long, plain, and two-toned effects. Regular \$2.50 per pair. Friday, \$1.98.

Nottingham Lace Curtains, excellent designs, strong thread, plain and figured centres, deep borders, heavy edge, 52 and 54 in. wide, 3 and 3 1/2 yards long. Friday, per pair, 85c.

Curtain Stretchers, unbreakable fixtures, non-rusting, pins, adjustable from 2 to 4 yards long, 1 to 2 yards wide, folding. Regular \$1.50. Friday, 79c.

Window Shades, good quality oil opaque, mounted on spring rollers, 37 inches wide, 6 feet long, brackets and pull, cream and green only. Regular 75c. Friday, 39c.

Colored Madras, many designs and colorings, wide widths, regular to 75c a yard. Friday, 29c.

Couch Throws, Oriental designs, colorings rich and delicate. Friday, \$11.90.

RUGS AND LINOLEUM.

English Seamed Tapestry Rugs, an extra heavy quality, in excellent designs and colorings. Friday, \$23, \$5.99; \$23 1/2, \$6.99; \$24, \$7.99; 3 1/2 x 2 1/2, \$9.90.

Inlaid Linoleum, in short lengths, regular 75c to \$1.25. Friday, per square yard, 60c.

Floor Oilcloth, 1 1/2 x 4 and 1 1/2 x 2 yards wide, good designs. Friday, square yard, 21c.

Linens

Second Floor.

Lace Trimmed Centrepieces, 20x20 in., round or square, fine Irish linen lace, trimmed all around, some with drawn centres, some insertion trimmed centres. Regular 35c and 40c each. Friday, 25c.

Factory Sheetings, plain weave, strong unbleached sheetings, 70 inches wide. Friday, yard, 18c.

Fine White Saxony Wool Blankets, selected wool, finest napping and finish. Note large size, 70x84 in. Friday \$4.55 pair.

Table Napkins, all linen, satin damask, already hemmed, 21x21 inches. Friday, dozen, \$1.75.

Bleached English Long Cloth, yard wide, ready for the needle. Friday, 7 1/2c.

Huckaback Bedroom Towels, pure linen, hemmed or fringed, sturdy towels. Friday, 3 pairs for \$1.00.

Heavy Roller Towels, 17 inches by 2 1/2 yards, all linen Scotch crash, red border. Friday, 20c.

Groceries

3000 bags Choice Family Flour, 144 bag 60c. Choice Currants, cleaned, 3 lbs. 25c. California Seeded Raisins, 3 packages 25c. Choice Cooking Figs, natural fruit, 4 lbs. 25c. Yellow Cooking Sugar, 11 lbs. 50c. Perfection Baking Powder, 3 tins 25c. Canada Corn Starch, package 7c. Canned Sweet Pumpkin, 2 tins 25c. Pearl Tapioca, 4 lbs. 25c. Choice Hangman Rice, 7 lbs. 25c. Finest Canned Corn, 2 tins 25c. Choice Pink Salmon, per tin 11c. Telephone direct to department.

2 1/2 LBS. PURE CEYLON TEA, 55c. A blend of Indian and Ceylon Tea, one ton, Friday, black or mixed, 2 1/2 lbs. for 55c.

The SIMPSON Company Limited