

SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROBS: Fair and cold.

SIMPSON

The Inauguration of the Great White Sale Takes Place To-morrow at THE SIMPSON STORE



Clearing Prices for Women's Requisites

Waists for Tasteful Women

Strong Values in Dress Goods
\$1.00 Values in Panama Suiting Priced 58c per Yard for Saturday's Selling.

We don't want to carry these suitings past the approaching stock-taking, hence the lowered price below the cost of production. Made from all-wool, bright, lustrous yarns, they have a special dust-resisting finish that we guarantee permanent. The colors are dark, medium and light, navy, Copenhagen, reseda, myrtle, brown, wine, light and dark grey and black. Guaranteed thoroughly sponged and spotproof, 54 inches wide. Regularly \$1.00 yard. Saturday... .58

Women's and Young Girls' Suits

Smart and attractive styles. The coats lined throughout with silk or satin, carefully tailored and trimmed with silk braiding or touches of velvet; skirts with the correct plain or pleated effects; materials imported tweeds, English serge and Venetian cloths; colors in the lot brown, green, black, wine, navy and tweed mixtures. Regularly \$15 to \$29.50, Saturday... .95

WOMEN'S PANAMA SKIRTS

Walking Skirts, of all-wool imported Panama, in black or in navy, showing the best of styles, are either braided or finished with rows of tailored stitching. Regularly \$4.45, \$5.00 to \$8.00, Saturday 3.49

GIRLS' BLACK PONIETTE COATS.

Coats of black poniette for girls, from 6 to 14 years, are made with a loose back and double-breasted fronts, deep turnover collar, which fastens up to throat, and novelty buttons, lined throughout with satcen. Regularly \$7.50, Saturday 4.98

5.00 Plumes 1.95
21 inches long 9-inch Fibre Black Only
Saturday 1.95

They are a delight with their crisp daintiness and new patterns.

A Pretty Kimono Waist, combination of Duchess satin ribbon and Cluny lace, high or low neck, short sleeves and fringe trimmings, ivory, sky, pink and lavender are the colors. Regular \$5.00, Saturday... .395

Beautiful Lace Waists, all-over guipure, have yoke of Brussels net, centre front finished with very handsome lace motif, short sleeves, with guipure lace edging, and all silk linings, white or ecru. Regular \$10. Saturday... 5.00

"Man-tailored" Waists, of pure Irish linen, plain set-in sleeve, new French collar and cuffs; open front fastens with lovely ocean pearl buttons. Special, Saturday... 2.25

Noteworthy Silk Offerings

Colored Velvet Cord for Suits, Dresses, Church Wear, etc., shows a big range of colors, brown, navy, black, sky, myrtle, reseda, etc., 22 inches wide. Saturday per yard... .47
Black Mousseline Duchesse Satin, skein dyed, has a soft lustrous finish, 38 in. wide. Regularly \$1.35, Saturday, per yard... .96
Showproof Foulards, with good variety of colors and designs, the balance of this season's selling lines, 23 inches wide. Saturday, per yard... .48

Home Furnishing Fabrics

CHINTZ AND CRETONNE 19c. Clearing odd and broken lines of Art Ticking, Empire Taffetas, Magnolia Cretonne, Primrose Dimity and English Chintz; various pretty patterns, in stripe, floral and conventional effects; make dainty bedroom curtains, covers, etc. Regular 35c and 40c. Saturday, per yard... .19

SATEENS, 11c YARD. Large range of Dover and Orleans Sateens, variety of designs and many soft color effects usually found in the satins, 32 in. wide. Regularly 20c, 25c and 30c. Saturday, per yard... .11

CRETONNE, 9c. 200 yards English Printed Repp Cretonne, large selection to choose from, most suitable for utility slip covers, cushions, etc., 32 in. wide. Regularly 15c and 20c. Saturday to clear, per yard... .9

KENT BROCADES and BROCATELLE SILKS, 79c. Large quantity of these high-grade silks, in various lengths up to 15 yards, soft shades of rose, blue, cream, green and champagne; when made up gives striking effects for drawing-room hangings and drapes. Regularly \$2.00, \$2.25 and \$2.50. Special Saturday, yard... .79

Clearing Prices on Toilet Accessories

Rose and Almond Cream for the complexion. Regular 20c. Special... .14
Bourjois Java Face Powder. Regularly 35c. Saturday... .23
Lanoline Toilet Cream. Regular 15c per tube. Special... .10
Carnation and Violet Talcum Powder. Regular 20c. Saturday 2 for 25c.
Special Purchase of High Grade Toilet Soaps, rose, lilac and violet odors. Regularly 15c per cake, Saturday 3 for 25c.
Arbest Toilet Rolls. Regularly 6c per roll, Saturday 7 for 25c. Phone direct to Toilet Department.

The Preparations for this sale have been made on a more colossal scale than ever. In every purchase quality has been as carefully considered as quantity and price.

Simpson's White Sale is a vast transaction in *New Whitewear*, not a clearing of old styles and old stocks.

When you visit the store to-morrow you will find hosts of beautiful garments that sell at extremely low prices, from which the attached lists are chosen:—

- 43 new styles of Nightdresses, at 50c to \$8.00 each.
- 52 new styles of Corset Covers, at 25c to \$3.50 each.
- 37 new styles of Petticoats at 75c to \$12.00 each.
- 41 new styles of Drawers, at 25c to \$3.00 each.
- 19 new styles of Princess Slips, at \$1.00 to \$4.50 each.
- 12 new styles of Combinations, at \$1.00 to \$6.00 each.
- Many beautiful new styles of French hand made Night Dresses, Corset Covers, Drawers, Chemises and Combinations.
- 12 new models of famous Corsets, 75c to \$2.50 a pair.
- 21 new styles of Girls' and Infants' Dresses, in the latest spring modes, 75c to \$3.50 each.

- Corset Covers, several dainty styles in fine nainsook, fine lace or embroidery trimmed, fitted back, full front, beading and silk ribbon, sizes 32 to 42 bust measure, regularly 50c to 65c each. Sale price Saturday... .35
- Princess Slips, a pretty nainsook style waist trimmed with 3 insertions and narrow frill of lace, beading and silk ribbon; skirt has 9-inch flounce with tucks and lace edge; sizes 32 to 42 bust; lengths 36 and 38-inch skirt; regularly \$1.75 each; sale price, Saturday... 1.09
- Nightdresses, a dainty slipover style in fine nainsook, elbow sleeves, neck trimmed with fine lace, beading and silk ribbon; lengths 56, 58, 60 inches for 32 to 42 bust; regularly \$1.00 each; sale price, Saturday... .75
- Nightdresses, a beautiful style in nainsook square slipover neck, formed with wide beautiful embroidery, run with silk ribbon cuffs to match; 3/4-sleeves, lengths 56, 58, 60 inches for 32 to 42 bust measure, regularly \$2.25 each; sale price Saturday... 1.57
- 300 pairs, fine Corsets, heavy white coutil, a stylish medium bust model with extra long skirt, 4 wide garters, all fine steel filled, 4 wide strong side steels, lace and ribbon trim; sizes 18 to 36 inches; regularly \$1.00 a pair; sale price Saturday, pair... .65

Phone orders Will Receive Prompt and Careful Attention. If Goods are not Satisfactory we will willingly Exchange or Refund your Money.

New Hosiery Prices

Women's Black Silk Hose, made with lisle thread garter top, lisle thread heel, toe and sole, gauge weight; all sizes. Regularly 75c. Saturday, per pair... .49

Women's Fine Imported Silk and Cashmere Hose, fine elastic ribbed, black, with fancy colors, full fashioned, spliced heel, toe and sole. Regularly 75c. Saturday pair... .49

Men's Merino Socks, imported tan mixtures, nice weight for present wear, spliced heel, toe and sole, all sizes. Regularly three pairs 50c, Saturday, 2 pairs... .25

Every day will see something big among the Unadvertised White Specials

Parlor Chairs Special Values

Corner Chairs, in mahogany finish, with plain upholstered seat. Reg. \$6.50. Saturday... 4.90

Arm Chairs, with high back, finished mahogany, with spring seat. Reg. \$7.40. Saturday... 5.45

Corner Chairs, in mahogany finish, with upholstered seat, an exceptionally neat design. Reg. \$7.70. Saturday... 5.50

Others reg. \$11.50, \$11 & \$15.50, Saturday, \$8.90, \$8 and \$10.75.



Linens and

A well-supplied linen closet is a joy your own ill supplied when such prices as some sewing-room specials. BLEACHED ENGLISH LONGCLOTH, 7/8c YARD. Yard wide, fine round thread, needle finish, specially made for underwear, night gowns, etc. only all pure linen. Regularly 11c, 12 1/2c and 15c yard. Sale price, Saturday... 7 1/2c
LARGEST SIZE FLANNELLETTES, \$1.24. 70 x 84 inches, white only, pink or blue borders, best Canadian make. Sale price, pair Saturday 1.24

Staples

forever, and you've no excuse for having the following are offered for Saturday. Also 200 ONLY, FINE DAMASK TABLE CLOTHS, \$1.58 EACH. Beautiful Irish Table Cloths, full satin damask and all pure linen, very effective bordered designs, 2 x 2 1/2 yards, perfectly bleached. Regular \$2.50 and \$3.00 each, Sale price, Saturday... 1.58 (Second Floor.)



Men's Hats for Less

Values Arranged For Our Men Customers

600 Stiff Hats, newest shapes, and fine English make. We will clear out many below cost. All sizes, and positively up-to-date, black only. Regularly \$2.00 and \$2.50. Saturday... 1.50

Soft hats, in mixed, scratch or hairy finish, also a few in plush, good assortment of popular colors, fashionable and much worn hats. Regularly \$2.00 and \$2.50. Saturday, your choice... 1.50

Men's and Boys' Wool Toggles, in honeycomb or plain stitch, solid colors, or with contrasting borders, a most complete assortment for school, club, college, etc. Saturday, special price... .29

Men's Winter Caps, in cloth, tweed, serge and corduroy, balances of lines; fur-lined bands to pull over the ears. Saturday... .39

GOOD FUR COAT VALUES. Canadian Muskrat Lined Coat, dark prime turred and well matched skins, with collars of select dark Canadian otter skin, in shawl shape, shell of fine quality, custom made, English beaver cloth, cut in latest style, full skirt with deep vent in back, best tailoring and trimmings. Saturday bargain... 45.00

Sweater Coat Savings

Heavy and extra heavy weight, a clearance of all the odd lines of regular stock, and so you will find in the lot coats with storm or variety shaped collars, with the V-shaped neck and several double bodied sweaters fastened at neck with loops and buttons, all these goods are perfect in every way, and are made by the best manufacturers. All sizes in the lot, regularly \$2.50, \$3.00 and \$4.00. To clear Saturday, each... 1.95 (No phone or mail orders filled.)

Sale of Rubber Foots, Rubbers & Overshoes

The backward season has been a sad blow to Rubber Footwear, but the gain will be all yours Saturday. Phone orders filled. OVERSHOES FOR MEN, WOMEN AND CHILDREN. High-grade Overshoes, "Maple Leaf," "Jacques Cartier" and "Dominion" brands, Jersey water-proof tops, corrugated soles and heels, guaranteed perfect, and to give satisfactory wear. Saturday: Men's one buckle overshoe, heavy, \$1.25; men's one buckle overshoe, light, \$1.50; men's two buckle, high top, \$1.75; men's one buckle and two straps, \$2.25; women's button style overshoe, \$1.75; misses' button style overshoe, \$1.35; children's button style overshoe, \$1.15; women's two buckle overshoe, \$1.55; misses' two buckle overshoe, \$1.35; children's two buckle overshoe, \$1.15; women's one buckle and two strap overshoe, extra high top, \$1.99. Telephone orders filled.

RUBBERS. "Croquet" and "Plain Over" Style Rubbers, corrugated soles and heels, bright, new, perfect stock, guaranteed to give satisfactory wear. Saturday: Children's, sizes 3 to 10 1/2, 25c; misses', sizes 11 to 2 3/8c; youths', sizes 11 to 13, 40c; boy's, sizes 1 to 5, 55c; women's, sizes 2 1/2 to 5, 45c; men's, sizes 6 to 12, 65c.

WOMEN'S LIGHT-WEIGHT RUBBERS. "Foothold" style, with silk pocket, 65c; "Croquet" style, all heights of heels, 65c; "Storm" style, light weight, 75c; Rubber and stocking, combination, \$1.00; Jersey cloth top storm rubber, 95c.

RUBBER BOOTS. Best grade Knee Rubber Boots, light city weight, bright finish, warm, fleece lined, corrugated soles, solid rubber heels. Children's, sizes 5 to 10 1/2, \$1.49; misses' and boys', sizes 11 to 2, \$1.85; women's and boys', sizes 2 1/2 to 8, \$2.09; men's, sizes 6 to 11, \$3.49. Dull finished, heavy gum Rubber Boots, heavy soles and heels, every pair guaranteed. Men's, sizes 6 to 11, \$3.19; boys', sizes 1 to 5, \$2.49; youths', sizes 11 to 13, \$1.85; men's, three-quarter length, \$4.95; men's, hip length, \$5.50. Telephone direct to department.

Silver in Flat Ware

Twelve Pearl Sets, including 12 pairs pearl handle dessert knives and forks, plain blades and ferrules, English electro-plated, complete in a plush lined fumed or polished oak case. Regular \$18.00. Saturday... 11.95

Rogers' Silver-plated Tea Spoons, fancy floral pattern, put up in a silk lined case, 1/2 dozen. Regularly \$1.50, Saturday... .99

GROCERIES

2,000 lbs. Fresh Creamery Butter, White Clover Brand, per lb. 37c. Toasted Corn Flakes, 3 packages 25c. Canned Fruit, Raspberries, Strawberries, Cherries, Peaches and Pears, in heavy syrup, per tin 15c. Cross and Blackwell's Marmalade 2 lb. jar 25c. Leaf Sugar, 3 1/2 lbs. 25c. French Peas, per tin 12c. Canned Corn, 2 tins 25c. One Car California Sunlight Oranges, good size, sweet and seedless, per dozen 25c. One Car Sweet Mexican Oranges, good size and color, per dozen 19c. Fancy Mixed Biscuits, 2 lbs. 25c. 500 lbs. Fresh Fruit Cake, regular 20c per lb. 15c.

The Robert SIMPSON Company Limited