

SIMPSON

Store Opens 8 a.m.

Closes 5:30 p.m.

H. H. FUDGER, President

J. WOOD, Manager

PROBS—Price a little higher temperature.

SIMPSON

8 o'Clock Bargains

Many All-Day Values and Some for 8 o'Clock Selling in The Mantle Section

WOMEN'S SUITS MADE OF IMPORTED TWEED
In pretty stripe mixtures, showing shades of tan, green, and greys. Coats are lined with silk, have tailored seams, notched collars and pointed revers, inlaid with stripe material. Skirts have medium high waistline, and are neatly gored with semi-pleated plaits. \$15.00 suits. Friday **9.35**

75 DRESSES
Odd Lines. Regularly \$12.75 up to \$19.50. Friday Bargain, **\$6.65**

Materials are English serges, French panamas, stripe silks, foulards, and Pongee silks. Waists are trimmed with silk braiding, self strapping, and novelty designs, long or short sleeves, high or semi low collar. Skirts have panels semi-pleated and side gores, with or without high waistlines. Colors tan, blue, black, cream, grey, light and dark stripes in handsome mixtures. Friday bargain **6.65**

WOMEN'S SPRING COATS
Of covert cloths, light weight vicunas, French Venetian cloths and navy serges, in strictly high-class tailored style, on semi-fitting lines with mannish collar and revers and tailored sleeves. Regular \$10.00. Friday bargain **5.35**

IN OUR MISSES' DEPARTMENT
Will be found an exceedingly smart Junior Coat made of a light weight tweed, cut on straight lines with large collar of tan serge, and long revers, showing the new one-sided effect, sleeves are well tailored with turn back cuffs trimmed to match collar. Sizes 13, 15, 17. Friday bar. **7.95**

A BARGAIN SKIRT
A special lot of skirts consisting of all-wool serges and panamas, in black and navy, shepherd's checks, in black and white and grey tweeds. The styles are plain gored, and semi-pleated, and all are finely tailored and fit perfectly. Regularly \$5 to \$7.50. Friday **2.79**

Savings in the Whitewear Section Third Floor

Infants' Christening Robes, a dainty fine style in nainsook, pretty head embroidery yoke, skirt has twenty tucks, heading and frills of hand embroidery, length forty inches. Regular price \$3.75. **1.95** each, Friday bargain.

Infants' Long Cream Flannel Skirt, cambric waist, silk embroidered skirt, deep hem. Regular price \$1.75 each. Friday bar. **.89** gain, each.

Infants' Long Cloak, fine cream wool cashmere, saten lined, deep cape collar, trimmed with fancy silk braid and ribbon. Regular price \$5.49 each. Friday bar. **2.50** gain.

Women's Nightdresses, strong white cotton, V neck or slip-over style, neatly trimmed with frills or lace, sizes 42 to 48 bust. Regular value 75c each. Friday bar. **.45**

Corset Covers, nainsook, full front, beautifully trimmed with hemstitched lace insertions, heading, and silk ribbon, sizes 32 to 44 bust. Regular price 85c each. **50** Friday bargain.

Women's Flannelette Nightdresses, extra quality, plain, white, or pink, tucks, fancy braid, and silk embroidered ruffles, sizes 32 to 42 bust. Regular price \$1.50. **.95** each, Friday bargain.

Women's Winter Vests, natural color heavy ribbed cotton, high neck, long sleeves, button front, draw tapes, sizes 32 to 38 bust. Regular price 25c each. Fri. **.15** day bargain.

Women's Corset Covers, fine Swiss ribbed mercerized. Lace thread or plain English white wool with lace yoke, long sleeves, high neck, silk tapes, sizes 32 to 38 bust. Regular prices \$1.25 and \$1.50 each. Friday bargain. **.69**

Be on the Spot for these Boots at Eight o'Clock To-morrow

300 pairs Women's Boots, Blucher, button, and Balmoral styles, in patent colt, dongola kid, and tan calf leathers, light and medium soles, medium and low heels, sizes 2 1/2 to 7. Regular \$1.99 and \$2.50. Friday, **\$1.49**

240 pairs Boys' Boots, Blucher style, sunmetal, tan, Russia calf, and strong box kip leathers, solid leather soles and heels, sizes 11 to 5. Regular \$2.09. Friday, 8 o'clock **1.69**

380 pairs Children's Boots, black with white calf tops, and patent colt with chocolate kid tops, button and Blucher styles, sizes 3 to 10 1/2. Regular \$1.00, \$1.50, and \$1.75. Friday, **.79** o'clock

Men's Boots, strong box kip leather, Blucher style, solid leather double soles, leather or duck lined, sizes 6 to 11. Regular \$2.75. Friday, **\$1.99** o'clock

The highest and lowest prices are both given in our bargain lists in order that you may run no risk of disappointment when you come late. The best values are first to go, so try for the eight o'clock hour when you want the best.

New Waists on Sale

100 New Net Waists, yokes and collars of heavy gulfure lace, in various designs, others of embroidered and gulfure bandings, long or short sleeves, crew, white, and a few all black, all lined pure silk, all sizes to 36-inch. Regularly \$2.95 and **1.99** Friday bargain

A Beautiful Spot Percala Waist, white grounds, with blue or red, one style has low neck and deep ruffled collar, colored pipings, and buttons, the other has low neck with graduated pipings forming yoke, sizes 34 to 42. Our regular \$1.95 line. Friday, **.99** to clear

A dainty White Lawn Waist, with pretty embroidered side effect, short let-in sleeves, with embroidered cuffs, sizes 34 to 42-inch. Regularly **.73** \$1.00. Friday bargain

One table of good colored print waists, well made and pretty designs, practically all sizes to 42-inch. Regularly 85c. Friday bargain **.35**

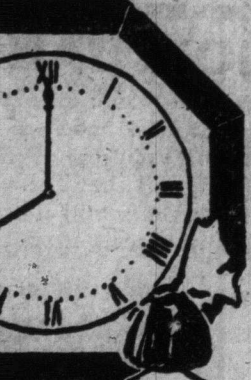
Friday Prices on Dress Goods

CREAM SERGES, 48c PER YARD.
A Beautiful, Clean, All-wool West of England Serge, in good, light weave, fine twill, that tailors to perfection. Regularly 65c per yard. 1,000 yards only. Friday bargain **.48**

INDIGO BLUE SERGES.
1,500 yards—A very special purchase from a West of England maker, in all-wool quality, good heavy weight a splendid tailoring serge, guaranteed fast unfading dye, in two shades of navy. Regular value 75c. Friday **.53**

Special Black Panama Offering

The best English Panama value ever offered to our customers on sale Friday. Made from the best selected pure yarns, bright, permanent finish; a cloth well worth 60c per yard; guaranteed all wool, thoroughly shrunken, fast, unfading dye; 44 inches wide. Friday **.49**



at the Simpson Store

A SUIT BARGAIN FOR Business Men

Substantial business suits will offer values greater and better than ever. We bought 150 good quality suits and will put them on sale for less than half their value. Made from English tweeds in browns, greys, and fancy mixed patterns. Cut single-breasted, three-button style, good linings, well tailored. Friday **7.95**

MEN'S SHEEP-LINED COATS

Made from heavy brown duck beaverette; collar, patent fasteners, heavy sheepskin linings, wind-excluding wristlets, well made and strong. Regularly \$4.95 and \$5.95. Friday **3.95** bargain

BOYS' SHIRT WAISTS.

Of fine cambric, in neat

blue, black, and fancy stripes and figures; also plain blue and tan chambray, soft attached collars and patch pockets. Sizes 6 to 14 years. Friday bargain **.39**

BOYS' TWO-PIECE SUIT.

Double-breasted, made from an English tweed, of brown and grey patterns, has fine twill body linings, and

full-fitting bloomer pants. Sizes 26 to 38 inches. Regularly \$4 and \$4.50. Friday bargain **2.98**

TROUSERS FOR MEN.

In greys, with fancy striped patterns, all well made. These are extra good wearing trousers, and worth much more than sale price **1.98**

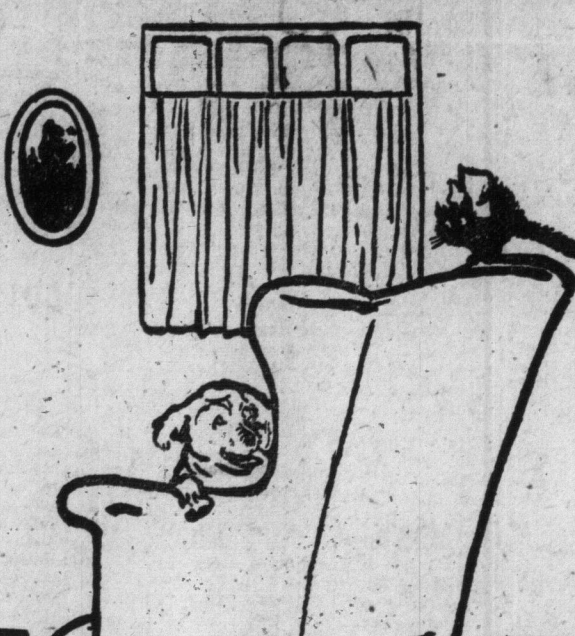
Bargain Prices for Jewelry

Gold-filled Sample Cuff Links, fancy engraved, stone set, or plain designs, all sizes and styles to select from. Regular prices from \$1.00 to \$2.00. Friday bargain, a pair **.59**

Children's 10k. Gold and Gold-filled Signet Rings, women's gold-filled fancy stone-set rings. Regularly 75c and \$1.00. Friday bargain **.29**

10k. Gold Rings, set with real whole pearls, regularly **1.09** \$2.00. Friday

Fine Pearl Necklets, beautiful cream of white luster, filled pearls. Regularly 60c, 75c, and \$1.00. Friday, a string **.29**



From the Furniture Dept.

PEDESTALS
Pedestals, in hardwood mission finish. Regularly **1.39** \$1.85. Friday bargain

IRON BEDSTEADS
30 Sample Iron Bedsteads, in 4 ft and 4 ft 6 in widths, assorted designs. Regularly from \$6.45 to \$8.40. Friday bargain, Half-price.

MATTRESSES
35 Mattresses, with spring centre, and made in all 10.00 standard sizes. Regularly \$18.00. Friday bargain **10.00**

LIBRARY TABLES
Library Tables, in selected quartered oak finished rich gold, also in mahogany. Regularly \$13.00. Friday bar. **13.75** gain

Basement Savings
Bread and Cake Boxes, white enamel, painted, 2 1/2 x 12 inches. Regularly 65c. Friday **.35**

"Cry-Baby Express" Dishes, kid body, length 15 inches. Regularly \$1.35 and \$1.45. Friday, **.95**

Bath Sprays, with 5 feet tubing. Regularly \$1.35. Friday **.85**

Toilet Paper Holders, regular 80c. Friday, **39c**

Combination Soap and Tumbler Holder, with etched tumbler. Regularly \$1.25. Friday, **.95**

Tooth Brush Holders, glass, adjustable and sanitary, will hold five brushes. Friday **.39c**

Towel Holders, nickel, Regularly 75c. Friday **.69c**

Towel Bars, nickel plated, 20 inches. Regularly 65c. Friday **.49c**

Use the Telephone Service to Our Grocery Department--M. 7841 TWELVE TELEPHONES

You may always be sure of pure, fresh groceries because our stock turns over so quickly. Buying in large quantities enables us to sell at low price.

2,000 bags Choice Family Flour, quarter-bag. **.68c**

Choice Currants, cleaned. **3 lbs., 25c**

3,000 packages Finest California Seeded Raisins **3 packages, 25c**

Yellow Cooking Sugar **9 lbs., 50c**

Pure Kettle Rendered Lard, per lb. **15c**

Canned Sweet Pumpkin **3 times, 25c**

Canada Corn Starch, per package. **.7c**

Finest Creamery Butter, per lb. **.39c**

Choice Rangoon Rice **5 lbs., 25c**

Pearl Tapioca **3 lbs., 25c**

500 Pickled Shoulders of Pork 6 to 8 lbs. each. **11c**

Choice Pink Salmon, per tin **12c**

Cliff Brand Table Salt, reg. 10c, 3 packages, **25c**

2 1/2 LBS. PURE CELONA TEA, 55c.
A blend of India and Ceylon Tea, one tin. Friday, black or mixed. **2 lbs., 55c**

Men's Soft Hats

Samples of New Spring Shapes, fine grades of fur felt, and also the popular rough and mixed wool effects, good range of colors. Regular prices **.89** \$1.00 to \$2.50. Friday **.89**

Men's and Boys' Caps in golf shapes, assorted lot, with and without fur bands, balances of lines. Regular 50c to \$1. **.19** Friday

Children's Wool Toques, mostly dark colors and fine plain stitch balance of 35c, 39c, and 40c lines. Friday **.9**

Underwear for Men

Medium Weight English Merino Shirts and Drawers, also several fleece-lined shirts, some with double-breast and double back, all sizes in the lot. Regular 50c, 75c and \$1.00. The clear Friday **.39**

400 Men's Neglige Shirts in a variety of designs and colorings, styles, etc. sizes in the lot, 14 to 18. Regular \$1.00, \$1.25, and \$1.50. **.69** Friday

ENGLISH OXFORD WORK SHIRTS
Reversible collar, in 172 roomy body, yoke, and reinforced shoulders, all sizes. Regular 75c. **.59** Friday

Prizes in China

225 Tea Sets, in German china, with handsome floral design and gold finish, plates have neat spray decoration, with gold band on edge, Kermit cups. Friday **9.25** bargain

Strong Porcelain Tea Cups and Saucers, plates, etc. Friday bargain **.4** for 50c

Large Size German Decorated Salad Bowls, Half-price Fri. **.19** day

\$3.50 Cut Glass Sugar and Cream Sets, in deep effective cutting. Friday bargain, per set **1.98**

Pressed Glass Salad Bowls, cake saucers, spoon holders, flower vases, butter dishes, celery trays **.15** etc., Friday bargain

Umbrellas

A collection of odd lines of Women's Umbrellas, silk mixture tops, with exceptionally good range of handles, sterling silver and rolled gold mounted, strong steel rod and frame, with bulb runners, **\$2.00**, **\$2.50** lines. Friday **1.68**



The **SIMPSON** Company Limited

This in Lunch Room
Afternoon, 3 to 5:30
Apple Pie with Ice Cream,
Pot of Tea,
TEN CENTS

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