

The SIMPSON

Store Opens 8 a.m.

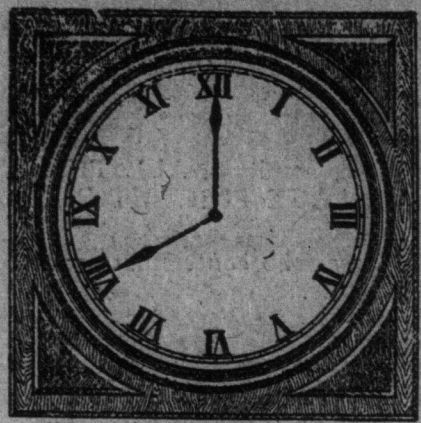
Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROBS: Light snowfall to-day; fair and cold to-night and Friday.

The SIMPSON



For the First Bargain Day of the New Year at The Simpson Store

The Bargain Hour--above all others--is 8 o'clock in the morning. There are many bargains that consist of smaller lots clearing at rush prices; also there are big quantity bargains calculated for all day selling. The surest way is to be here early and we promise that you shall not be disappointed.

Women Love to Shop Among Such Wearables

Experience with the best class of trade has taught us how to select the garments and stuffs that lend tone to a woman's belongings.

Careful buying and a policy of quick sales on narrow margins have made possible the large savings shown for Friday Bargain Day.

These goods must be cleared before stock-taking, even though they are most saleable in every way. See them tomorrow early.

News of the Mantle Section

(Third Floor.)

WOMEN'S DRESSES.

One-piece dresses, of challies, mesaline and fancy nets, Dutch neck or high collars, with lace or net yoke, three-quarter or long sleeves; trimmed with lace insertion, silk braided designs or velvet touches; skirts pleated, gored or panel effects; colors in lot are green, brown, sky and fancy mixtures. Regularly \$14.50 to \$25.00. Friday bargain **7.49**

WOMEN'S COATS.

Coats, suitable for winter wear, show many materials and various good styles, in colors to suit varied tastes. Regularly \$10.00 to \$12.50. Friday bargain **3.49**

WOMEN'S SKIRTS.

Walking Skirts, of all-wool Panamas, in black or navy. Regularly \$4.45, \$5.00 to \$8.00. Friday bargain **3.49**

MISSSES' COATS.

Coats of serge and beaver cloth, in red and in green only, some trimmed with astrachan or velvet, in contrasting shades. Regularly \$10 and \$15. Friday bargain **7.25**

Girls' Dress's

Price Concessions

Girls' Dresses, of navy blue cashmere, with small white dot. Sizes 6 to 14 years, regular price \$1.75 each. Friday bargain **.83**

Girls' Winter Dresses, heavy navy blue serge, sailor style, separate blouse, pleated skirt, trimmed with red braid, anchor and tie; sizes 6 to 16 years, regularly \$3.00 to \$4.00 each. Friday bargain **1.50**

Waists Give Big Value

\$1.00 AND \$1.25 WAISTS, 50c.

200 comfortable Waists, of wool delaine and heavy flannelette, in stripe and spot patterns, in navy, green, brown and cardinal; also colored cambrics and linens, all sizes. Friday bargain **.50**

Tailored Shirtwaists, of pure Irish linen, come in all sizes. These waists are slightly counter mused. Regularly \$1.95 and \$2.50, Friday **1.49**

Wide Fancy Ribbon 10c

Dressings, jardiniere stripes, Roman stripe, with plain effect. Regularly 25c per yard. Friday bargain **.10**

Women's Winter Underwear

Women's Black Equestrienne Tights, fine heavy ribbed wool and cotton mixture, ankle length, elastic band; sizes 32 to 38. Regularly \$1.25 a pair. Friday bargain, pair **.75**

Women's Vests and Drawers, heavy ribbed white cotton and heavy ribbed, fleece lined white cotton, winter style. Sizes 32 to 40 in the lot (no phone orders). Regularly 35c to 60c per garment. Friday bargain **.25**

Wash Goods Early Bargains

60 pieces fine English print, 31 inches wide absolutely fast colors, regularly .12½ **.8**
Zurich and Surah Silks, ends and odd pieces of, in fancy figured and spot designs, all good colors, regularly .35 to .65. Friday bargain **.19**
Hundreds of remnants of White Muslins of various kinds, figured, stripes, etc., all useful lengths, regularly up to .25. Friday bargain **.6**
Silk Striped Voile, 42 inches wide, all the leading shades for party dresses, pink, sky, mauve, maise, black, etc., regularly .65. Friday bargain **.35**
No phone or mail orders.

Seasonable Fur Specials

Natural Alaska Sable Muffs, made from finest full furred skins, large empire shape, satin lined, silk wrist cord. Regularly \$17.50. Friday bargain at **11.75**

Natural Alaska Sable Scarves, very best selected skins, double fur at neck, ends lined with satin, trimmed with six tails and two large silk ornaments. Regularly \$19.50 and \$21.00. Friday bargain **14.75**

Mink Marmot Throw-over Scarves, 60 inches long, lined with good satin, chain fastener at neck. Regularly \$5. Friday bargain **3.75**

Extra Grade White Thibet Muffs, large-pillow shape, lined with cream satin, silk wrist cord. Regularly \$6.00. Friday bargain **4.25**

8 only Baltic Seal Jackets, mostly 24 inches long, sample coats; some have collar and revers; others military fronts, good satin linings, mostly 36 bust measure. Regularly \$55.00 and \$65.00. Friday bargain **37.50**

Prices to Sell Silks

Colored Satin Paillettes, satin merveilleux, splendid range of shades. Friday bargain **.44**

200 yards only Rich Black Satin Paillette, 40 inches wide, extra heavy weave, pure French dye. Friday bargain **1.19**

Black and Colored Velveteens, beautifully finished, fast pile and dye, 23 inches wide. Regularly 85c. Friday bargain **.69**

Black Dress Fabrics

Imported fabrics, from the best makers in England, France and Germany, new San Toys, poplins, henriettes, all wool voiles, silk striped voiles and taffetas, Venetian cloths, etc., all good reliable cloth, warranted fast dye and permanent finish; 44 to 50 inches wide. Regular values 75c, 85c and \$1.00. Friday bargain, per yard **.68**

Linings

Quilted Satins, in a large variety of beautiful shades, including ivory and black, 24 inches wide. Regularly 75c. Friday bargain **.59**

Quilted Sateens, in the leading shades, ivory and black, 31 inches wide. Regularly 50c. Friday bargain **.39**

French Brocaded Sateens, shadow stripe and diagonal linings, for coat lining, waists, etc., in all shades and black, 40 inches wide. Regularly 35c to 50c. Friday bargain, yard **.25**

Embroideries Half-Price

Fine Cambric Nainsook, English longcloth and Swiss embroideries, with insertions to match; the edgings are from ½ to 10 inches wide; a clearance sale of our left-overs in embroideries. Friday half-price:

8c yard for 4c; 10c yard for 5c; 12½c yard for 6c; 15c yard for 7c; 20c yard for 10c; 25c yard for 12½c; 30c yard for 15c; 35c yard for 17c; 50c yard for 25c; 75c yard for 38c; \$1.00 yard for 50c; \$1.25 yard for 63c.

The White Sale Celebrates Its First Bargain Day

Princess Slips, of nainsook; sizes 32 to 42 bust. Regularly \$2.25 each. Friday bargain **1.25**

Corset Covers, of nainsook, daintily trimmed; sizes 32 to 42 bust. Regularly 65c each. Friday bargain **.35**

Drawers, cotton, wide and of either style; sizes 23, 25, 27 inches. Regularly 50c each. Friday bargain **.29**

Two styles of Night Dresses, of nainsook; one style exquisitely hand embroidered; sizes 32 to 42 bust. Regularly \$3.75 and \$4.50 each. Friday bargain **1.95**

Infants' Dresses, nainsook, two dainty styles; sizes for ages 6 months, 1, 2 years. Regularly \$1.75 and \$2.25 each. Friday bargain, each **1.00**

Infants' Long Robes, of nainsook, with pretty hand embroidery yoke and narrow embroidery frills. Regularly \$1.50 each. Friday bargain **.89**

CORSETS AND BRASSIERES.

Several models in Warner's La Reine and Thomson's Glove-fitting Corsets, white coutil or batiste; medium or high bust; extra long or medium long skirts; finest boning; four or six garters; sizes in the lot 18 to 30 inches. Regularly \$2.00 to \$3.00 a pair. Friday bargain **1.25**

Women's Brassieres, or bust confines, of fine nainsook, two handsome styles, fine embroidery or lace trimming; short steels in front sections; crosses in back; sizes 32 to 44 bust. Regularly \$1.50 each. Friday bargain **.95**

Valenciennes and Machine Torchon Laces, Half Price

Valenciennes, cotton cluny, and cotton machine Torchon Laces, with insertions to match all new patterns, in the wanted widths, from ¼ inch to 3½ inches wide, on sale Friday, half price: 30c dozen, for 15c dozen yards; 40c dozen, for 20c dozen yards; 50c dozen, for 25c dozen yards; 60c dozen, for 30c dozen yards; 15c yard, for 7c yard; 20c yard, for 10c yard; 8c yard, for 4c yard.

The Price Drop Affects Handkerchiefs

Men's Handkerchiefs, of pure Irish linen, ¼ or ½ inch hem, full size. Friday bargain, 2 for **.18**

Women's Handkerchiefs, pure Irish linen, ¼ inch hem, soft, smooth finish. Friday bargain, 3 for **.17**

Children's White Irish Lawn Handkerchiefs, with ¼ in. hemstitch borders. Friday bargain, 6 for **.12**

Millinery

Bargains in bargain season. 50 Trimmed Hats that would regularly sell for \$4.50 and \$6.50. Friday bargain **1.95**

38 Trimmed Hats, some slightly mused. Regularly \$5.00. Friday bargain **1.00**

Big line of shapes, in felt. Regularly \$1.25 to \$3.00. Friday bargain, 25c and 50c.

Comb Sets

Side combs, back comb and barrette, in shell, color only, lined with first quality rhinestones. French in design. Regularly 75c. Friday bargain **.48**

Silk Hair Nets, with or without elastic draw, thread full size, in all colors. Regularly 10c each. Friday, 3 for **.10**

(Main Floor.)

Linens and Staples

ALL LINEN CRASH ROLLER TOWELLING, 5c YARD.

Red border, good stout towelling, only 1,600 yards. Friday bargain **.5**

100 HORSE BLANKETS 50c EACH.

Bound kersey or heavy jute, ¾ kersey lined, shaped and strapped, full size, in Blanket section, second floor. Regularly \$1.00 each. Friday bargain **.50**

SATIN DAMASK TABLE NAPKINS, \$1.89 DOZEN.

22 x 22 inches, all pure linen; fully bleached, dainty bordered designs. Regularly \$2.50 to \$4.00 dozen. Friday bargain **1.89**

LARGEST SIZE FLANNELETTE BLANKETS, \$1.24.

For large double beds, delightful winter sheets, white only, extra quality, 300 pairs. Friday bargain **1.24**

COARSE NATURAL COLOR LINEN SUITING, 18c YARD

36-in. Irish Linen Suiting, popular coarse thread, natural brown, for ladies' or children's summer tub dresses, 800 yards only. Sale price Friday, yard **.18**

(Second Floor.)

1,600 Yards Fine English Nainsook, 10c yd.

36 inches wide, delightful underwear cloth, ready for the needle. Sale price, Friday, yard **.10**

300 Pairs Hemstitched Pillow Cases, 22c Pair

42 x 33 inches, made from heavy English pillow cotton, perfectly finished, deep spoke-hemstitched hem. Sale price Friday, pair **.29**

Look Here, You Fellows:

It's a matter of great interest to you that we have begun the clearance of our winter wear for men. We never allow old stock to occupy our space. We make prices to sell our stocks before they become old.



Men's Fur Coats that are absolutely in season and in style, are in this class and must sell now, making an excellent Friday bargain value. Coats of black dogskin, goatskin and mountain bear; all first grade skins, heavily furred, best quality quilted linings. Regularly \$19.50 and \$21.00. Friday bargain **15.00**

Fur-lined Coat, custom tailored, with black beaver cloth shell, stylishly cut and with first quality trimmings, lined, including sleeves, with dark, full furred Canadian muskrat skins, and having a first grade Canadian Otter collar, \$65.00 coats. Friday bargain **45.00**

Men's and Boys' Winter Caps, in checks, stripe mixtures and plain colors, golf shape with fur-lined ear band. Friday bargain **.25**

BOOTS

240 pairs Men's Boots, Dongola Kid leather, medium weight soles and heels. Sizes 6 to 11. Regular \$2. Friday bargain **1.49**

136 pairs Women's Boots, Blucher style, Dongola Kid and patent Colt leather, Cuban heel. Sizes 2½ to 7. Regular \$2. Friday bargain **1.49**

90 pairs Boys' Boots, box "Kip" leather, Blucher style, double solid leather soles and heels. Sizes 1 to 5. Friday bargain **1.69**

180 pairs Children's Boots, Dongola Kid leather, patent toe cap, spring heel. Sizes 5 to 10½. Friday bargain **.79**

60 pairs Men's Leather Lined Boots, solid leather double soles and heels. Blucher style. Sizes 6 to 11. Friday bargain **1.99**

90 pairs Men's Slippers, "Everett" and "Opera" styles, chocolate and black Dongola Kid. Regular \$1.50 and \$2.00. Sizes 6 to 11. Friday bargain **.99**

China Bargains

OUT-PRICING THE BIG SALE.

English semi-porcelain ware. Complete dinner and tea service for twelve people. Regularly \$7.50. Friday bargain **4.99**

400 Salad Bowls Austrian chinaware. Regularly 75c. Friday bargain **.29**

1,000 Limoges China Tea Plates, Cups and Saucers, Soup and Dinner Plates; rich gold decoration, less than half price. Friday bargain **.15**

Limoges China Dinner Set, coin gold decoration, all pieces in the new Marcella shapes. Half price Friday. **25.00**

Compare these Furniture Prices

Princess Dressers, in mahogany finish, large bevelled mirror plate and long deep drawers. Regularly \$17.00. Friday bargain **13.00**

Dressing Tables, in selected quarter-cut oak mahogany finish. Regularly \$19.00 and \$21.75. Friday bargain **16.00**

Brass Bedsteads, in bright combination and satin finishes, in full size only. Regularly \$28.75 and \$29.50. Friday bargain **21.50**

Buffets, in genuine quarter-cut oak, good drawer and cupboard space with large mirror. Regularly \$30.00. Friday bargain **23.00**

Dining Tables. Regularly \$19.90. Friday bargain **15.50**

Couches. Regularly \$29.00. Friday bargain **19.00**

Book Racks. Regularly \$4.75. Friday bargain **2.25**

Folding Card Tables. Regularly \$3. Friday bargain **2.00**

Men's and Boys' Wool Toques, honeycomb and plain stitch. Friday bargain **.25**

Children's Wool Toques, long shape with tassel. Friday bargain **.19**

Men's Winter Overcoats

Overcoats, made from black melton and beaver cloths, in "single-breasted Chesterfield" style, with black velvet collar and good wear-resisting linings, well tailored, regularly \$10 to \$12. Friday bargain **6.95**

MEN'S SPECIAL WINTER SUITS.

Made from good English cloths, in grey and brown tweeds, good business suits. Regularly \$9.50 to \$13.50. Friday bargain **7.90**

BATH ROBES FOR MEN.

Imported Austrian blanket cloth robes, in the new fancy mottled stripe greys, browns, blues and greens, long, loose and roomy. Regularly \$5.25. Friday bargain **4.00**

BOYS' BLUE SERGE BLOUSE SUITS.

These suits have sailor collar and cord trimmings, the pants are straight style, with white cotton linings, and in every way they are much better class than can usually be sold at the price. Sizes 3 to 8 years. Friday bargain **.89**

BOYS' SHIRT WAISTS.

300 Boys' Shirt Waists, our entire stock of soft collared waists, English prints and Madras cloths, strongly made, and showing a splendid range of shades and patterns. Sizes 4 to 8 years. Regularly 50c. Friday bargain **.29**

Natural Wool Underwear

Men's underwear, of medium weight, double-breast and double back, in drawers and shirts, not too heavy, but very warm. Regularly \$2.00 a garment. Friday bargain **1.29**

(Phone direct to department.)

200 Men's Heavy Sweater Coats, with V-shaped neck, two pockets. Regularly \$1.50. Friday bargain **.79**

GROCERIES

2,000 bags Choice Family Flour, ¼ bag 56c. Choice Currants, cleaned, 3 lbs. 25c. Choice Valencia Raisins, 3 lbs. 25c. Choice Cooking Figs, 4 lbs. 25c. Yellow Cooking Sugar, 9 lbs. 50c. Perfection Baking Powder, 3 tins 25c. Canada Cornstarch, package 7c. Pure Kettle Rendered Lard, 1-lb. package 15c. Finest Creamery Butter, per lb. 34c. Pearl Tapioca, 3 lbs. 25c. Choice Ragout Rice, 6 lbs. 25c. Finest Canned Corn, 8 tins 25c. 1,000 tins Canned Apples, gallon size, per tin 25c. Blue Bell Jelly Powders, assorted, 4 packages 25c. Pickled Shoulders of Pork, lean and mild, 6 to 8 lbs. each, per lb. 10c.

2½ LBS. PURE CELONA TEA, 58c.

A Blend of Indian and Ceylon Teas; one ton; Friday, Black or Mixed, 2½ lbs. 58c.

Monastery Cloth and Tapestry

For living-room or dining-room portieres, over-curtains or chair covers; a durable fabric. Worth 75c to 85c yard. Friday bargain, yard **.39**

3,700 yards of 18c English Cretone, all colors. Regular 15c, 18c and 20c. Friday bargain, yard **.11**

The SIMPSON Company Limited