

SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROBS: Forecasting N. to W. winds; clear and moderately cold.

SIMPSON

Misses' and College Girls' Dresses

Made of English serge, in bright or dark navy. Some of the blouses are made in slip-over style, broad shoulders, fastens to left side with self buttons, and finished with satin pipings; others have large sailor collar, trimmed with red, white or black braid finished with silk tie; skirts are the plain gored or pleated effects. Regularly \$7.50, \$9.50 up to \$12.75. Friday bargain **6.95**

JUST 25 COATS IN WOMEN'S SIZES. Made of imported frieze cloth, in navy and black and beaver cloth in navy and brown, made in a good style for general wear, semi-fitting back and front, buttoned up to throat, turnover collar. Were special value at \$7.50, Friday **3.95**

GIRLS' WARM WINTER COATS. Made of beaver, serges and pilot cloth, in various shades of red, either a loose or close fitting style, double-breasted with deep turn over collar and trimmed with velvet or braid. Ages 6 to 12 years. Regularly \$7.50 to \$8.75, Friday **4.49**



This in Lunch Room FRIDAY AFTERNOON, 3 to 5.30.

Strawberry Short Cake, Pot of Tea. **TEN CENTS.**

Skirts for Friday \$1.89

A collection of Skirts, in a variety of styles, made of imported Panamas, serges, tweeds and fancy mixtures; all this season's latest styles, and finely tailored throughout. Regularly \$5.95. Friday bargain **1.89**

Rare Values in Dress Goods

Shepherd Checks, in all sizes, good wearing and washing qualities, 42 inches wide. Regularly 50c. Yard **.37**

Imported English Tweeds, in a big range of new spring designs and colorings. Regularly 65c, 42 inches wide **.49**

Our noted English Panama Suiting, made from high class yarns, bright, lustrous finish, in all colors and black, 44 inches wide. Regularly 65c **.53**

Navy Serges, a special purchase from a leading English maker, pure indigo dye, pure wool quality, and thoroughly shrunk, 46 inches wide. Regularly 75c, Friday **.55**

Bordered Delaines, additional shipments from the best French manufacturers, in new spring designs and colorings, with rich contrasting Persian tape and ribbon borders, 30 inches wide. Regularly 75c, Friday **.48**

Gloves Reduced for Friday

Women's Glace Kid Gloves, dome fasteners, black, tan, brown, grey, navy, green, red. Regularly 75c. Friday **.39**

Women's Chamoisette Gloves, white, natural, and some black cashmere. Regularly 40c, Friday **.25**

Men's lined mule Mittens, for heavy wear, knit ribbed top. Regularly 40c, Friday **.29**

The Sale of Hosiery

Women's Plain Black Cotton, also Black Cotton, Silky, Fleece-lined Hose, seamless. Regularly 20c. Friday Hosiery Sale price **.12 1/2**

Women's Plain Black and Colored, also black with natural wool or maco sole, fashioned, imported. Regularly 25c. Hosiery Sale price **19c**, 3 pairs **.55**

Women's Plain Black Seamless Cashmere Hose, seamless, spliced heel, toe and sole. Regularly 30c. Hosiery Sale price Friday **.19**

Women's Plain Black Imported All-wool Cashmere Hose, seamless, manufacturers' clearings. Regularly 45c. Hosiery Sale price Friday **.29**

Girls' Plain Black Cashmere Stockings, seamless, knit to fit, spliced heel, toe and sole. Regularly 35c. Hosiery Sale price Friday 3 pairs **.69**

Infants' Plain White All-wool Gaiters, imported, small sizes. Regularly 35c. Friday **.15**

Children's Cotton Hose, elastic ribbed, spliced heel and toe, black, tan. Regularly 25c. Hosiery Sale price Friday **.12 1/2**

Men's Plain Black Cashmere Socks, seamless, spliced heel, toe and sole, fast dye. Regularly 20c. Hosiery Sale price Friday **.12 1/2**

Men's Plain Black Cashmere Socks, English made, seamless, medium weight. Regularly 30c. Hosiery Sale price Friday **19c**, 3 pairs **.55**

Men's Black Cotton Socks, with maco sole, also tan merino. Regularly 20c. Hosiery Sale price Friday **.12 1/2**

Men's Fancy Lisle and Cotton Socks. Hosiery Sale price Friday **.15**

Wash Goods Specials

60 pieces only fine English print, 31 inches wide light and medium patterns, and guaranteed fast colors. Regularly 12 1/2c, Friday bargain **7 1/2c**

Lot of Scotch ginghams, 28 inches wide, all the regular check and many novelties. Regularly 12 1/2c, Friday bargain **7 1/2c**

Clearance of a lot of slightly muscled silk and cotton novelties, including some Swiss embroidered mulls and muslin in a variety of colors. Regularly 25c to 50c, Friday bargain **15c**

Printed French muslins, organzies, and batistes, some 36 inches wide, with deep fashionable borders, splendid designs in pink, mauve, black, sky, navy, etc. Regularly 25c, Friday bargain **9c**

No phone or mail orders.

Splendid Silk Values for Friday

1,000 yards of Plain, Striped, and Checked Silks, to be cleared at 38c per yard. All shades in the plain colors, a big assortment of checks, and a wide range of stripes in light and dark grounds. The new white and black, black and white, and navy and white striped silks, and includes good wearing, dressy silks for all purposes. Friday bargain, per yard **.38**

Wide with colored Satins de Chine and Duchesse Fallettes, rich, well-finished silks, in all the new colorings, also black and ivory. 36 and 40 inches wide. Friday, per yard **1.10**

Black Silks. A very heavy satin paillette and a soft duchesse dress satin, both 40 inches wide. Our regular \$1.50 quality. Friday bargain, per yard **1.35**

A List of Friday Savings at The Simpson Store

Some Features of the Men's Wear

Sale of Men's Heavy Overcoats

Just a few Overcoats and Ulsters left to clear out at a greatly reduced price. They are all high-class garments, with the best trimmings, best tailoring, new browns, greys and black meltons. To clear Friday **8.95**

Men's Paramatta Waterproofs

Made from a heavy greenish fawn Paramatta cloth, in single breasted style, to button to the chin, with close fitting collar, full length, all seams secretly cemented and stitched. Friday price **6.00**

MEN'S WORKING COATS.

Just the right kind of coat for work in rain and wind, heavy grey cottonade, thoroughly rubberized, corduroy collar, patent fasteners, lined with check Mackinaw. Friday **1.98**

Galloway Fur Coats

Heavy close fur, best linings, deep roll collars. Regularly \$32.50, Friday **19.50**

12 Men's Canadian Raccoon Fur Coats, dark heavy furred skins, deep storm collars, black quilted Italian cloth linings. Regular price \$65.00, Friday **47.50**

Men's Negliges

Broken lines, samples, and some slightly soiled through handling, but mostly perfect and ready to wear. Sizes in the lot 14 to 18. Regularly 75c, \$1.00, \$1.25 and \$1.50. To clear Friday **.49**

On sale Special Circle, Queen st. section.

400 garments of Men's Underwear, mostly shirts, left-overs, all perfect goods. Sizes 34 to 46 in the lot. Regularly 89c to \$2.00, Friday, to clear **.49**

200 Boys' Sweaters, navy blue, with white or red stripes around collar and cuffs. All sizes 24 to 32. Regularly 75c, Friday **.44**

Shirt Waists for Boys

Made from a fine cambric, with turn-down collars and patch pocket, in good assortment of colored stripes, a waist that will wear and hold its color. Buying them in large quantities enable us to sell them at this low figure, 3 to 7 years. Friday bargain **.29**

The Whitewear Section

Infants' Wear Bargains

Infants' Knit Wool Overalls, with or without feet, draw cord at waist; colors red, sky or black. Sizes for three months to 1 1/2 years. Regularly 50c pair, Friday bargain **.15**

Infants' Sacques, of wool eiderdown, pink or red ribbon ties, for ages 6 months to 2 years. Regularly 35c each. Friday bargain, each **.10**

Infants' Slips, of nainsook, lace insertions and edges, length 30 inches. Regularly \$1.75, Friday bargain **.87**

Women's Whitewear and Underwear

Dainty Corset Covers of Nainsook, lover's knots of fine lace, lace edges and ribbons, sizes 32 to 44. Regular price 65c each, Friday bargain **.39**

Overall Aprons, fine print, pink and white patterns, princess pattern, buttons in back, large size. Regular price 50c each. Friday bargain **.25**

Princess Slips, a beautiful style in Nainsook, dainty embroidery yoke

Corset Cover Embroideries for Friday

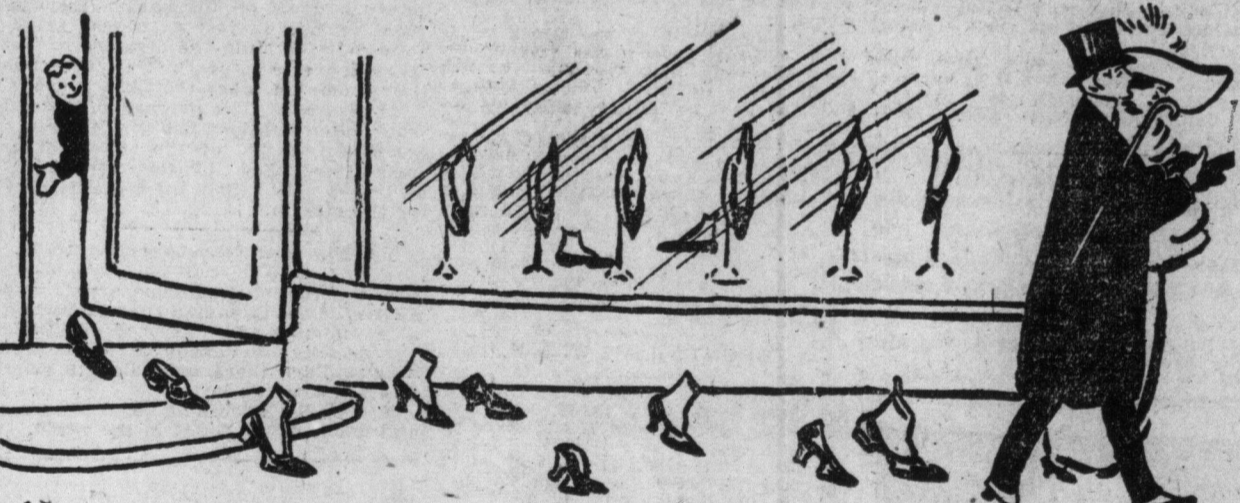
New Cambrie Corset Cover Embroideries, pretty open patterns, excellent quality of cloth, large assortment of patterns. Our regular 19c quality, Friday, per yd. **.14**

27-inch Swiss Flouncings, scalloped edges, handsome designs, in floral and eyelet effects, all new goods. Our regular 95c quality. Friday, per yard **.68**

PLAUCEN LACE NECKWEAR FOR FRIDAY.

Lace Stocks, Dutch Collars, Corset Collars and yokes, in white, ecru and black, regular values 60c and 25c each. Friday bargains, 15c and 23c.

Samples of Clifton and Crepe de Chine Scarfs, in plain, Persian and Oriental colorings, no two alike, at less than half price. Prices 75c, \$1.00, \$1.50 to \$5.00.



"Look Ye, Now, What Follows" --- Big Bargains in the Boot Department

Boy Scout Boots \$1.25. 300 pairs "Boy Scout" Boots, in tan Russia calf and gunmetal leathers, Blucher style, a very high-grade boot, beautifully finished; sizes 11, 12, 13, 1 and 2 only. Regularly \$2.00. Friday **1.25**

Women's Boots \$1.95. 360 pairs Women's Button and Blucher Style Boots, in Russia calf, Dongola kid, gunmetal and patent colt leathers, all heights of heels, medium and heavy soles. Sizes 1 1/2 to 7. Regularly \$2.50, \$3 and \$3.50. Friday **1.95**

Men's Boots \$1.99. 120 pairs Men's Working Boots, strong box kip leather, Blucher style, lined or unlined, solid leather double soles and heels; sizes 6 to 11. Friday **1.99**

Drugs

Beef, Iron and Wine, 40c bottles, Friday **.25**

Blaud's Iron Pills, plain or improved. 100 in a box, Friday **.40**

Mentholated Extract of Witch Hazel. 25c bottles, Friday **.45**

Peroxide Hydrogen, 8oz. bottles. Regularly 20c, Friday **2 for .25**

Cough Drops. 5c packages, Friday **3 for .40**

Sponges, nicely bleached. Regular 10c and 15c each, Friday **.5**

Bath Straps and Bath Mitts. Regular 25c, Friday **12 1/2c**

Hot Water Bottles, red rubber, new goods. To clear Friday **.60**

Radio Polishing Cloths, yellow. Friday **2 for .15**

Toilet Goods

SOAPS, TOILET GOODS AND BRUSHES.

Yardley's Toilet Soaps. Regular price 10c per cake, Friday **4 for .25**

Rose and Almond Cream, for rough skin and chapped hands. 25c size. Friday **2 for .25**

Toilet Rolls. Regular price 5c per roll, Friday, 7 rolls for **.25**

100 only, Hair Brushes, genuine ebony backs with pure bristles. Regular price \$1.25, Friday **.85**

Children's Tooth Brushes. Regular price 15c, Friday **.10**

Oriental Massage Cream and Skin Food. Regular price 50c, Friday **.29**

*Phone direct to Toilet Dept.

Basement Offerings

Griswold's Erie Food Chopper, cuts perfectly all kinds of food, does not mash or grind, self sharpening and unbreakable steel knives, coated with pure block tin, absolutely sanitary, with 4 extra cutters. Regularly \$2.25 size, Friday **1.11**

Regularly \$1.50 size, Friday **.98**

1,000 Pearl Handle Butter Knives, Fruit Spoons, Pickle Forks, Bread Forks, Sardine Forks, best German nickel silver, guaranteed superior electro-plate. Regularly 75c each. Friday **.29**

Folding Wash Benches, hold two tubs; any wringer can be attached. Regularly \$1.25. Friday **1.00**



Friday in the Linoleum Sale

Our immense Annual Sale started yesterday. Bigger and better than ever this year; every kind of design that's wanted; tiles, block, floor, carpet designs, matting, the best Scotch and Canadian makes, at prices far below regular. Regularly 39c, 45c and 50c square yard. Special Sale prices **31c, 36c and 39c** square yard.

Friday Bargains in Carpets

Heavy quality English Tapestry, Brussels, Oriental, Chintz and two-tone effects, at **50c, 55c and 65c**.

Special Sale in Mottled Velvet Stair Carpets, English make, 18-inch, **65c**; 22 1/2-inch, **85c**; 27-inch, **\$1.15**; 36-inch, **\$1.45**.

Good quality Axminster Carpets, with borders to match, choice Oriental designs, **\$1.35** a yard.

Saxony Wilton Rugs, for hard wear, in new effects, for dining-room, den, library, etc., 9 x 9, **\$21.85**; 9 x 10.6, **\$24.15**; 9 x 12, **\$27.50**; 11.3 x 13.6, **\$41.15**.

Special quality Brussels Squares, in a variety of designs and colors for every requirement, 9 x 9, **\$13.50**; 9 x 10.6, **\$14.75**; 9 x 12, **\$16.65**; 11.5 x 12, **\$22.10**; 11.5 x 13.6, **\$25.00**.

Heavy Axminster Rugs, made from short ends of yarn, mottled effects, 27 x 54. Friday **\$1.20**.

English Cocoa Fibre Mats at bargain prices.

Phenomenal Furniture Values

Library Tables, in selected quartered oak, also in mahogany, massive colonial design. Regularly \$23.75. February Furniture, Friday bargain **15.90**

Parlor Tables, in solid quarter-cut oak, finished golden. Regularly \$3.45. February Furniture, Friday bargain **2.10**

Odd Parlor Chairs, in mahogany finish, plain spring seat, with upholstering of silk tapestry. Regularly \$7.40. February Furniture, Friday bargain **4.90**

House Desks, in solid oak, and finished fumed or early English, well made and conveniently arranged. Regularly \$13.00. February Furniture, Friday bargain **9.90**

Bentwood Chairs, in oak and mahogany finish, with cane seats. Regularly \$5.00. February Furniture, Friday bargain **2.85**

Iron Bedsteads, in pure white enamel finishes. Regularly \$5.60. Special for Friday **3.39**

Bedroom Suite, in mahogany, with crotch mahogany fronts, dresser, chiffonier, dressing table, bedstead and night table. Regularly \$300.00. February Furniture, Friday bargain **198.00**

Dining-room Suite, in mahogany, sideboard, china cabinet, dining table, dinner waggon, one arm chair and five side chairs. Regularly \$448.50. February Furniture, Friday bargain **330.00**

Dining-room Suite, in mahogany finish, sideboard, china cabinet, dinner waggon, dining table, five side chairs and one arm chair. Regularly \$124.50. February Furniture, Friday bargain **90.00**

Savings in Linens and Staples

1,000 yards Flannelette in pretty stripes, good fast colors. Friday, yard **.8 1/2**

300 pairs Good Heavy English Sheets, 70 x 90, an excellent wearing sheet. Friday, pair **1.15**

Bleached English Longcloth, 35 inches wide, a good serviceable cotton. Friday, yard **.7 1/2**

150 Damask Table Cloths, about 2 x 2 1/2 yards, wreath patterns, bordered all round. Friday **1.10**

Pure Linen Huckaback Towels, fringed or hemmed, a good drying towel. Friday, 3 pairs for **1.00**

White Crochet Bedspreads, double bed size. Friday **1.25**

Apron Gingham, in small and medium blue and white checks, full 38 inches wide, fast colors. Friday, yard **.8 1/2**

Red and White Check Glass Toweling, 20 inches wide, a good wearing quality. Friday, yard **.7**

Phone Direct to Dept. 2nd Floor.

Friday's Grocery List

2,000 Bags Choice Family Flour, 4 bag, 56c; Choice Currants, cleaned, 3 lbs. 25c; California Seeded Raisins, package 10c; Yellow Cooking Sugar, 9 lbs. 50c; Pure Kettle Rendered Lard, per lb. 15c; Canada Cornstarch, package, 7c; Perfection Baking Powder, 3 tins 25c; Canned Sweet Pumpkin, 3 tins 25c; Pure Pastry Spice, 3 oz. tin, shaker top, per tin 7c; Choice Creamery Butter, per lb. 38c; Canned Corn, Old Homestead brand, 3 tins 25c; 500 Picked Shoulder of Pork, lean and mild, 6 to 8 lbs. each, per lb. 11c; Finest Pearl Tapioca, 3 lbs. 25c; Choice Rangoon Rice, 5 1/2 lbs. 25c.

2 1/2 LBS. PURE CELONA TEA, 58c.

A Blend of India and Ceylon Tea, one tin, Friday, Black or Mixed. 2 1/2 lbs. 58c.

The **SIMPSON** Company Limited