

L. SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROBS: Little higher temperature, with some light snowfalls.

L. SIMPSON



# Two Great Selling Events Combine Saturday In the Simpson Store

to bring about the month's highest tide of value-giving. Stock-taking forces the disposal of a hundred excellent lines, while the January Sale is reaching a feverish pitch in the selling of its special stocks.

There are many items of special interest to you in particular. Come and see them.

## Now on View at Simpson's Paris Model Dept.

An unusual offering of Auto and Opera Wraps by Drecol, Worth, Paquin and Miss Grey.

Forty charming Evening Wraps; in cerise, blue, grey, black, mauve, green and flame color, no two alike in color or style. These wraps have been selling at from \$45.00 to \$65.00. Saturday 25.00

## We Step Outside the Usual Course of Business---

to offer the superb values that are making our mantle section famous in the homes of thousands of well pleased women. Saturday's list is unusual even here, and well worthy of your attention.

### FROCKS FOR SOCIAL OCCASIONS

Are made from chiffons, nets, silks and cloth fabrics, with short or long sleeves, high or low collars, daintily trimmed with lace insertion, silk braiding or novel ornaments. Some have the high waist line effect. Skirts are plain, pleated, gored or straight. Colors are black, navy, cream, etc. Regularly \$14.50 to \$29.50. Saturday 7.95

### BEFORE STOCK-TAKING SALE OF GIRLS' COATS.

These winter coats for girls, made from a splendid quality pongette, are grey, showing a light and dark stripe. The square back and single breast, storm collar and turn-back cuffs, and grey brocade satin lining, all contribute to their extra value. Ages 6 to 12 years. Saturday, each, 6.98

### WOMEN'S WINTER COATS OF SERVICEABLE QUALITY.

Imported tricot cloths, in black and brown, grey and black diagonal tweeds, dark tweed mixtures. Some have the high waist line effect. These coats, at the price they are wonderful value, and are big and comfortable for heavy wear. Made to sell at five times the price. For Saturday, each 1.98

### WOMEN'S TWEED WALKING SKIRTS

In brown, grey or green tones; made in plain side-pore styles, fastening at left side of front panel. Regularly \$4.25. Saturday 2.79

### Wash Goods

Clearance of cotton afterdown English and German Velours, etc. for dressing gowns, kimono, etc. Regularly 25c, 30c, 35c. Saturday 19

Brocade washing silks, clearance of a lot of remnants and a few dress lengths, all good colors. Regularly, per yard, 60c. Saturday 19

Serpentine crepe, special price for Saturday, all designs, plain borders and Jap design. Regularly 25c. Saturday 19

White Mercantile Brocade, vestings, spots, and figures. Regularly 20c. Saturday 11

No phone or mail orders.

### Dress Goods

Advance showing of early spring suitings. The newest production from the English, French, German, and Austrian markets.

New Bannockburn Suitings in grey, brown, two-toned, and mixtures

New English Worsted in self stripes, fancy stripes, and checks and plain greys. Colored serges in rich shades of blue, specially selected and dyed for us. Fancy light-weight Reversible cloths, that promise great popularity for early Spring wear.

Cream Suiting Serges in a variety of weaves and finishes, all thoroughly shrunken and guaranteed.

Dress Goods Dept., 2nd Floor.

### RICH SILKS, FOR WINTER AND SPRING

French Mousseline, Duchess satin, satin mousseline and Duchess palette, three silks of guaranteed quality, beautifully dyed and finished in a big variety of shades, sky, pink, mauve, maize, yellow, flame, reeds, navy, brown, gold, apricot, ivory and black, etc. 20 inches wide, Regularly \$1.00. Saturday .69

### For Hangings and Upholstery

Bobbinette—A neat frilled net of good quality, full 36 inches wide, trimmed with lace and insertion. Regularly 25c, special, Saturday, yard .13

60 only, Boudoir Utility Boxes, well upholstered and neatly covered in chintz or cretonne, lined and on casters. Regularly \$3.50, Saturday, each 1.98

Home spins, Figured Repps and other fabrics, such as these, in shades of blue, brown, red and green, 60 inches wide, make beautiful and serviceable portieres or hangings. Regularly \$1.00, \$1.25, \$1.50 and \$1.50. Saturday, per yard .63

Art Linen Damasks and Tafetas, stripes and floral chintz patterns, tones of blue, mulberry, yellow and greens, full 56 inches wide, very effective when made into drapes, valances and hangings. 60c, 76c and \$1.00 values. Very special, yard .39

Brocades and Imported Silks. Brocades and drapery requisites, in shades rose, blue, cream and greens, used principally for drawing room and reception room and drapery requisites. Worth \$1.75, \$2.00 and \$2.25. Saturday at a great saving, yard 1.19

## Two Special Waists

New Brussels Net Waists, in dainty stripes, made in simple kimono design, have yoke, outlined with lovely guipure lace; shoulders and double kimono sleeve, trimmed with Val lace and edging, white or ecru, and has pipings of sky or pink. Saturday, special 2.25

Smart Lingerie Blouse, of all-over eyelet embroidery, yoke of embroidery and lace motifs, low neck and new set-in sleeve, 3/4 length, fastens invisibly in the back. Regularly \$3.00. Saturday 1.75

## Picture Framing

Our January Sale of Mouldings and Frames closes on Wednesday.

Frames at half-price. Mouldings at one-quarter off. (Sixth Floor.)

## This in the Lunch Room To-morrow

From 9 to 5.30 p.m.  
Cold Ham.  
Potato Salad.  
Bread and Butter.  
Pot of Tea  
For 10 cts.

## Four More White Sale Days

1,200 Women's Vests and Drawers, heavy ribbed white cotton, also in medium weight. Yests high neck, long sleeves, buttoned front. Drawers to match, ankle length, both styles. Sizes 32 to 38. Saturday, White Sale, each .25

Clearing several dainty styles Princess Slips, of nainsook, embroidery or lace trimmed; balances of styles that have become broken in sizes, also the counter-handled slips. Sizes in the lot 32 to 42 bust. Regularly \$1.50 to \$2.25 each. Saturday, each .125

Clearing four styles Nightdresses, balance of best-selling White Sale styles, nainsook or cotton, slip-over or high neck, embroidery or lace trim. All sizes 32 to 42 in the lot. Saturday reduced to, each .125

A magnificent model, in finest French coutil, the newest low bust and long skirt, non-rustable steels, with four wide side steels, six wide garters, lace and ribbon trim, and bust draw cords. Sizes 18 to 26 inches. Dainty Corset Covers, 35c.

Dorothy style, nainsook, front trimmed with embroidery and lace insertion, heading, silk ribbon and narrow lace falls. Sizes 32 to 42 bust. \$1.25 Corset Covers, Saturday, 75c—Entirely made of all-over embroidery, run with silk ribbon; pearl buttons; sizes 32 to 42 bust measure. 75c

Of strong cotton, umbrella style, with cluster of small tufts and ruffles of embroidery. Both styles. Sizes 28, 26, 27 inches. Saturday, a pair .48

BEAUTIFUL PETTICOATS, \$1.95. Clearing several best-selling styles, of fine nainsook or English cotton; magnificent embroidery or lace trimmed flounces, with neat ruffles; lengths 38 to 44 inches. Come early or phone for these. Regularly \$2.75 to \$4.50. Saturday 1.95

## Week-End Linens and Staples

ROUND SCALLOPED DAMASK TABLE CLOTHS, \$3.98 EACH. Double satin damask table cloths, pure grass bleached linen, rich round-bordered designs, cut round and scalloped; 81 x 81 and 90 x 90 inches. Regular \$5.50 and \$8.75 each. Sale price, Saturday, 3.98

BROWN LINEN CRASH SUITINGS, 15c YARD. 36-inch, all linen, plain, natural and thread about linen, for motor coats, cool summer dresses, boys' wash suits, etc.; 400 yards to clear. Regularly 25c yard. Saturday 15

HEAVY HUCKABACK BEDROOM TOWELS, 43c PAIR. Of bleached pure linen, hemmed ready to use; 20 x 38 inches; set, strongly made towels, for general use; 200 pairs only. Sale price per pair, Saturday 43

EXTRA QUALITY HEMMED ENGLISH PILLOW CASES, 38c PAIR. Made from a very superior bleached English pillow cotton, torn edges, 2-inch hems and perfectly finished seams; 45 x 33 inches; unexcused in wear and laundry. Only 300 pairs. Sale price Saturday, pair 38

WIDE FANCY-FIGURED HUCKABACKS, CLEARING 33c YARD. Pure grass-bleached Irish linen huckaback, for making dainty bedroom towels; a lot of very new and very nice designs; 22 and 24 inches. About 12 pieces to sell. Sale price Saturday, yard 33

12 YARDS 42-INCH NAINSOOK, \$1.78. A delightful English nainsook for undergarments, round fine thread and very dainty finish; also note it is 42 inches wide; 100 lengths of 12 yards. Sale price Saturday, per length 1.78

Phone direct to Linen Department, Second Floor.

## At the Hair Goods Counter

Women's and Children's Pearl Bead Bandeaux, strung on wire and lined with silk velvet of many colorings. Regularly \$2.00. Saturday 1.25

Women's Shell Celluloid Comb Sets, lined with first quality Rhinestones. Regularly 98c set. Saturday .45

Real Silk Hair Nets, full size and fine weave; all colors. Special for Saturday only .60

These are perfect, bright new rubbers, fresh from the factory, and every pair is guaranteed to give you satisfactory wear. Saturday—

Men's, sizes 6 to 11 .64  
Women's, sizes 2 1/2 to 8 .44  
Boys', sizes 1 to 5 .54  
Youths', sizes 11 to 18 .44  
Misses', sizes 11 to 2 .34  
Child's, sizes 4 to 10 1/2 .29

Phone Orders Filled.

CHILD'S RUBBER BOOTS, \$1.45. Best Grade Knee Rubber Boot, bright finish, warm fleece lining; a very neat boot for city wear; Saturday—

Child's, sizes 5 to 10 1/2 .145  
Misses' and Boys', sizes 1 1/2 to 8 .185  
Women's and Boys', sizes 2 1/2 to 8 .199  
Men's, sizes 6 to 11 .329

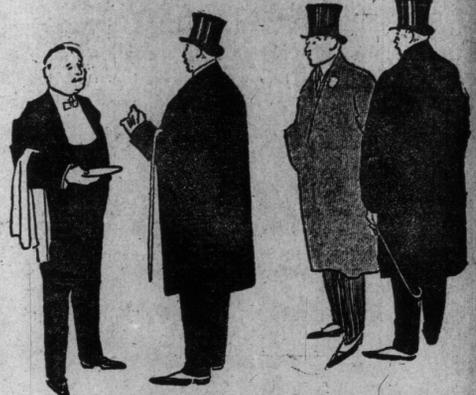
Phone Orders Filled.

OVERSHOES. First quality Overshoes, fine Jersey waterproof tops, corrugated soles and heels. Saturday—

Women's Button Style Overshoe .179  
Misses' Button Style Overshoe .139  
Child's Button Style Overshoe .119  
Women's Two-Buckle Overshoe .159  
Misses' Two-Buckle Overshoe .139  
Child's Two-Buckle Overshoe .119

Women's 1-Buckle and 2-Strap Overshoe, extra high top .199  
Men's 1-Buckle Overshoe .119  
Men's 1-Buckle Extra Light Overshoe .149  
Men's 2-Buckle Overshoe .175  
Men's High Top, 1-Buckle and 2-Strap Overshoe .229

Phone Orders Filled.



## Many Features Commend these Coats Besides Price

Some of the finest raw edge Melton Overcoats and few fancy tweeds we will rush out Saturday morning. The black raw edge overcoats are made from a fine, heavy English melton cloth, and the few overcoats in fancy English tweeds are all high-grade qualities; cut single-breasted Chesterfield style, with velvet and self collars; mohair linings, and excellent tailoring. Regularly \$15, \$18.50, \$20 and \$22. Saturday morning 12.95

## A Good Business Suit

Made from fancy stripe English tweeds, in greys and browns; cut single-breasted, three-button style, and given the best of tailoring and mohair linings. Big value for Saturday 13.50

## Suits for "Fat" Boys

A smartly-tailored double-breast Suit, made in a neat sack style, with bloomer pants; is designed on generous lines for stout youths; the cloth is a Scotch tweed, in tan and grey; each suit well lined, and put together by the best of workmen; sizes 11 to 16 years. Saturday 8.00

## Boys' American Cut Fancy Overcoats

Smart diagonal tweed coats trimmed with velvet, and matching linings; odd lots from our regular stock. Sizes 2 1/2 to 6 years. Saturday 4.95

## Men's Fur-Lined Coats Special Hat Price

Of custom tailored English beaver cloth, are lined, including the English fur, felt odds from stock lines, almost sold out, black only and sizes 6 1/2 and 7 1/2. Regularly \$1.50 to \$2.50. Saturday 75

Men's and Boys' Wool Toggles, hokey or long style, in all the popular colors. Reg. up to 95c. Saturday stock-taking sale for 15

## Gloves Less One-Third

Men's Winter Dress Gloves, tan, suede and kid leathers, with pure wool lining, gore wrist, leather bound wrist, clearing out regular stock of broken lines, all sizes, regular \$1.50, Saturday, pair .98

## Furnishings Men Need

All our better quality silk, and silk knitted mufflers, few slightly soiled, white, grey, blue, black and wine colors. Regularly \$2.50 to \$7.50. Saturday 1.49

Men's Underwear, shirts and drawers, odd lines and samples, some slightly soiled, but all good quality goods, all sizes, 34 to 46 in the lot. Regularly \$1.00, \$1.25 and \$1.50. Saturday .59

Heavy Sweater Coats, with storm or Varsity collars, grey with royal blue or cardinal and plain greys, all sizes in the lot. Regularly \$3.00, \$3.50 and \$4.50. Saturday 2.19

## Fresh Cut Flowers

Daffodils, reg. 75c per doz. .50  
Carnations, reg. 75c per doz. .50  
Tulips, reg. 50c per doz. .35  
Tulip and hyacinth, or fern plants, well filled at .40

## Groceries for Saturday

2,000 lbs. Finest Creamery Butter, White Clover brand, per lb., 37c; Toasted Cornflakes, 3 packages 25c; Leaf Sugar, 5 1/2 lbs. 25c; Canned Fruit, Raspberries, Strawberries, Cherries, Peaches, Plums and Pears, per tin, 18c; one car California Sunlight Oranges, good size, sweet and seedless, per dozen, 24c; Finest Canned Corn, 3 tins 25c; French Peas, per tin, 31c; Garton's H. P. Sauce, per bottle, 18c; Meconochie's Pickles, Mixed Chow and Walnut, pint bottle, 22c; Crooked Fish Pickles, 2 tins 24c; Clark's Pork and Beans in Chili Sauce, large tin, 10c; Fancy Mixed Biscuits, 2 lbs. 25c; 500 lbs. Fresh Fruit Cake, regular 20c per lb., 15c; Candy—500 1-lb. boxes Simpson's Special, Chocolates and Bon-Bons, a 30-cent quality, per box, 20c.

## A Carload of Rubber Footwear

Rubber Boots, Heavy Gum Rubbers, Overshoes and light city-weight Rubbers, at prices never before equalled for best grade, live rubber.

The manufacturers, as well as the Robert Simpson Co., Limited, guarantee every pair of these rubbers to be perfect in every way, of latest manufacture, and to give satisfactory wear. The brands are: "Merchants," "Maple Leaf," "Berlin," "Beaver," "Dominion" and "Jacques Cartier."

Telephone orders received as long as sizes last.

HEAVY GUM RUBBER BOOTS. Heavy, dull finished, pure "Para" gum rubber boots. Saturday—

Men's One-Buckle, pure gum rubber .139  
Men's Two-Buckle, pure gum rubber .179  
Men's Three-Buckle, "Snagproof" .199  
Men's High Four-Eyelet, "Snagproof" .259  
Men's Gum Boot, 9-inch leather top .295  
Men's Gum Boot, 12-inch leather top .335  
Men's One-Buckle, pure gum rubber .115  
Youths' One-Buckle, pure gum rubber .95  
Boys' Three-Eyelet, "Snagproof" .175  
Youths' Three-Eyelet, "Snagproof" .165

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