

SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager

PROBS:

Generally fair and colder; local snow flurries.

SIMPSON



Bargains From Many Departments Of The Simpson Store

Scant space is allowed for descriptions by the press of special announcements for Friday Bargain Day. But we guarantee values and invite you to a day of unusual interest To-morrow.

Friday is Bargain Day in the Hosiery Section

Women's Plain Black or Tan Cotton Hose, seamless, spliced heel, toe and sole. Regularly 20c. Friday bargain **12 1/2%**

Women's Imported Lisle Thread Hose, consisting of plain black, tan, white and colors; also colored laces and fancy patterns. Regularly 25c and 30c. Friday bargain, 3 pairs. **50**

Women's Fine Imported Lisle Thread Hose, black, tan and fancy colors, also a variety of colors in lace, ankle and allover lace. Regularly 40c. Friday **25**

Women's Imported Plain Black Cashmere Hose, seamless, double spliced heel, toe and sole. Regularly 25c. Friday **19**

Women's Plain Black All-wool Cashmere Hose, English made, double heel, toe and sole, soft, smooth yarn. Regularly 35c. Friday **25**

Women's Fine Imported Llama Cashmere Hose, fine, soft "Llama wool." Friday **29**

Children's Lisle and Cotton Stockings and Socks, a large variety of kinds and colors. Regularly 25c. Friday **12 1/2%**

The Whitewear Section Gives Large Values

LITTLE GIRLS' COATS.
For winter, of wool, French serge, shepherd's plaid on collar and cuffs, also black velvet and gold braid trim, large gilt buttons, navy, scarlet, brown. Sizes 1 to 4 years. Regularly \$4.50 each. Friday bargain **39**

FOR GIRLS AND INFANTS.
Girls' drawers, white flannel, knicker style, ruffles of flannellette embroidery, sizes for 2 to 10 years. Regularly 35c a pair. Friday bargain, per pair **22**

Infants' Head Shawls, a fine white flannellette, edges finished with shell embroidery, size 27 x 27 inches. Regularly 25c each. Friday bargain **15**

GIRLS' DRESSES.
Girls' Junior Dresses, of fine navy blue serge, gored skirt, waist and skirt trimmed, with red silk pipings and wide black mohair braid. Sizes for 14 to 17 years. Regularly \$5.00 each. Friday bargain **2.50**

Little girls' silk dresses, fine quality in pretty plaid patterns trimmed with plain silk and silk buttons, red and dark green effects. Sizes 2, 3, 4 and 6 years. Regularly \$4.50 each. Friday bargain, each **2.50**

A \$2.00 "LA DESSE" CORSET FOR \$1.00 PAIR.
300 pairs only "La Desse" Corsets at half their value, white, buff, low bust, extra long skirt, six fine wide garters, bust draw cords, lace and ribbon bow, finest rustproof boning, sizes 18 to 28 inches. A regular \$2.00 corset. Friday bargain, per pair **1.00**

WOMEN'S WINTER UNDERWEAR.
Women's Vests and Drawers, heavy ribbed cream or natural cotton with warm fleece lining, vests high neck, long sleeves button front, drawers ankle length, open or closed. Sizes 28 to 38. Regularly 60c each. Friday bargain **35**

Chatterbox Annual for 1911

Regularly 75c. Friday **59**
Christmas Paperies, a limited number only. Friday bargain Half Price Book Dept., Main Floor.

Friday Bargains in the Toilet Dept.

Sweet Cream Toilet Soap, reg. 50c per dozen, Friday, per dozen **29**

Bourjois' French Tooth Paste, reg. 25c per tube, Friday **19**

Gilmour's Hand Cleaner, reg. 10c, Friday, 4 for **25**

Babcock's Coryopsis Face Powder, reg. 75c, Friday **49**

30 dozen only Tooth Brushes with pure hand drawn bristles, regular value 15c. Friday **9**

Arbest Toilet Rolls, reg. 6c per roll, Friday 7 for **25** (Phone direct to Toilet Dept.)

Cowhide Suit Cases

from a Canadian factory, made on English steel frame, linen lined, easy handle, brass trimmings. Regular \$5.50 and \$5.95. Friday **4.49**
No dealers supplied. No mail orders. (Sixth Floor.)

75c Kid Gloves 39c

Women's Glace Kid Gloves, wrist length, two-dome fasteners, oversewn seams, split point of back, perfect fitting; black, white, tan, brown, grey, navy and green. Sizes 5 1/2 to 7. Regularly 75c. Friday, pair **39**

Wall Papers and Paints

Glimmer and Color Wall Papers, in small designs and mat colorings. Regular to 15c, Friday **7c**

Bedroom and Sitting Room Papers, in pinks, blues, greys, greens, yellow. Reg. to 25c, Friday **16**

Imported Parlor and Dining Room Paper, in browns, greys, greens, champagnes, blue and red. Regular to 35c, Friday, 21c; regular to 50c, Friday 31c, regular to 75c, Friday 43c.

Mixed Paints—Togo-Lac Paints in dark and medium colorings, Friday—quarts, special, 38c; pints, 22c.

Togo-Lac Varnish Stain, in 2 or 3 colors. Friday, quart, special, 44c; pints, 28c. (Fifth Floor.)

Basement Items

Hot Water Boilers, galvanized, capacity 30 gallons, tested 200 lbs. pressure. Regular \$4.75, Friday **3.98**

Boiler Stands for above. Friday **65**

Rancher Laundry Stoves, with fluted cast fire pot, two 9-inch covers and first length of pipe. Friday **4.25**

Bread Boxes, white enamel painted, large household size. Reg. 65c, Friday **29** (No phone or mail orders for Bread Boxes.)

Favorite and Alert Hockey Skates, warranted perfect tempered and welded steel, double end-puck stop, reinforced heel and toe plates. An excellent skate for pleasure or hockey. Regular \$2.00 per pair, Friday **1.50**

Bargains in Chinaware

97-piece Royal Austrian China Dinner Set, with rich body glaze, gold band design, cups with solid gold handles. Reg. \$38.00, Friday bargain. **22.50**

2,000 pieces Chinaware, cups and saucers, bread and butter plates, fruit saucers; dinner, soup and tea plates. Big Friday clearance **5**

500 Fruit Bowls, in Austrian china, floral and gold decoration. Regular 50c, Friday bargain, half price **25**



Big Friday Bargains for Women in the Mantle Section

SUITS AT \$9.98.
50 Women's and Misses' suits, materials are English serge, French Venetians, tweed mixtures, and corduroy velvets, coats lined throughout with a good quality of silk, or satin. Colors navy blue, brown, wine and tweed mixtures. Sizes 14, 16, 18, 22 up to 40, 44, 46, 47. Friday **9.98**

WOMEN'S PLAIN GORED SKIRT.
Made of imported English tweed in grey, green, and fawn, beautifully tailored. Friday **2.79**

WOMEN'S AND MISSES' WINTER COATS.
Of heavier cloths in navy, black, and brown. Made in this season's newest style with semifitting back, etc. Friday **3.98**

Bargain Furs

Children's White Cooney (imitation ermine) Sets, muff and storm collar, satin lined. Regular price \$3.25. Friday **1.98**

Children's White Thibet Sets, small muff and neck-piece, satin lined. Regularly \$2.50, Friday **1.48**

25 only Astrachan Spinn Collars and odd neck pieces. Regularly \$4.50 to \$6.50. Friday **1.98**

Mink Marmot Stoles and Throw-over Scarfs, finished with tails, brown satin lining. Regularly \$3.50. Friday **1.95** (No phone or mail orders filed.)

Wash Goods

70 pieces beautiful silk jacquard for evening or summer dresses, pink, sky, black, mauve, cream, etc., regular 40c **17**

White crossbar muslin pretty checked designs for children's dresses and pinafores, regular 20c **10**

20 pieces only 36-inch white Indian head suiting for spring and summer dresses, regular 15c **11**

20 pieces fancy white linen, pongee make and finish with small white design, regular 35c **10**

Black and white shepherd check suiting, 36 inches wide, various sizes, regular 25c **11**

All over printed cashmerettes and velours, stripes and figures, navy, black and cream grounds, regular 15c and 19c **7 1/2**

A clearing lot of pretty checked ginghams, sky, pink and black checks, regular 12 1/2c **7 1/2**

31-inch fine English print, white grounds with pretty black or colored stripes, regular 15c **7 1/2**

A small lot of pretty cotton delaines, regular 15c **9** (No phone or mail orders.)

A special lot of silk stripe creped velours, 42 inches wide, a great opportunity for a summer dress at one-third regular price. Colors—green, black, cream, mauve and tan, regular 69c **25**

Clearance of remnants of printed and plain velours, colored repp, colored pongee and poplin linen and colored and printed crepes, regular 25c to 65c **11**

A clearing lot of pretty repp, and other plain colored suitings, pink, sky, cream, purple, grey, alic, etc., regular 25c **9** (No phone or mail orders.)

Low Prices on Waists

200 Smart Shirtwais of flannel, in half-line stripes, plain man tailored, French collar and cuffs, black and white, navy, mauve, and tan stripes. Sizes 34 to 42. Regularly \$3.00. Friday **1.48**

Waists of Sateen, black only, button fastening, fastens side effect, large black buttons. All sizes, tucked cuffs and collar. All sizes, Friday, special **69**

200 Beautiful Shirtwais of pure Irish Linen, 10 different styles to choose from, tucked or plain tailored, fastens with good ocean pearl buttons. All sizes. Regularly \$3.50. Friday **1.95**

Guaranteed Taffeta Petticoats \$2.95

Black only, guaranteed for three months against splitting or cracking; stitched, tailored flounce, and deep underpiece of percaline; lengths 36 to 40. Friday **2.95**

Manufacturers' Clearing of Sample House Dresses and Wrappers.

Also ornaments from stock; some are made with Dutch necks and kimono sleeves, others have collar and long sleeves, stripes, checks, and floral patterns. All sizes in the lot. Regularly \$1.25 to \$2.00, Friday **95** (No phone or mail orders.)

Dress Goods

West of England Suiting Serges, in pure wool qualities, in fine and medium twills, made from specially selected clean yarns, navy, black and cream only, 50 and 52 inches. Regularly \$1.25, Friday **94**

Linings

Moirette for underskirts, coat lining, etc., a firm, dust-proof weave, bright silky finish, and fast permanent dye, in a choice range of colors, also ivory and black. 36 inches wide, regular 65c yard. Friday, special, yard **50**

'Kerchiefs and Embroideries

Children's and women's white Irish lawn handkerchiefs, soft finish, usual value 3 for 10c. Friday 5 for **10**

Sample Handkerchiefs in Swiss embroidered, scalloped, and hem stitch borders; no two alike. 15c and 20c quality. Friday, each **10**

Men's Irish linen hem-stitch handkerchiefs, full size, 1/4 and 1/2 inch extra good quality of linen, a 12 1/2c quality. Friday, 3 for **27**

Corset Cover embroideries, in good quality of cambric, pretty open-work patterns, 1/4 inch heading for ribbon. A 33c quality, on Friday, per yard **23**

New Swiss Flouncings, in handsome embroidery design, scalloped borders, 27 inches wide, usual quality 75c. Friday, per yard **48**

Bargains in Furniture of the Wanted Grades

Parlor Tables, in solid mahogany, well made and beautifully finished. Regularly \$18. February Friday bargain **13.90**

Parlor Tables, in selected quarter-cut oak, finished rich golden. Regularly \$4.85. February Friday bargain **3.40**

Arm Rocking Chairs, in rich quarter-cut oak, also in mahogany finish. Regularly \$4.60. February Friday bargain **3.50**

Arm Rocking Chairs, in selected quarter-cut oak, also in mahogany. Regularly \$6.75. February Friday bargain **4.90**

Dressers and Washstands, in solid hardwood, quartered oak finish. Regularly \$10.00. February Friday bargain **7.95**

Chiffoniers, in hardwood, finished quartered oak, deep drawers and mirror. Regularly \$8.75. February Friday bargain **6.70**

30 Odd Dining Chairs, in solid oak. Regular prices \$3.00 to \$4.75. February Friday bargain Half Price.

Iron Bedsteads, in pure white enamel finish. Regularly \$4.75. February Friday bargain **3.70**

Iron Bedsteads, with brass trimmings. Regularly \$5.50. February Friday bargain **4.40**

Brass Bedsteads, with heavy posts and heavy filling. Regularly \$19.50. February Friday bargain **14.95**

Brass Bedsteads, in bright finish, and all standard sizes. Regularly \$24.60. February Friday bargain **18.90**

Mattresses, well filled with seagrass, centre and layer of jute top and bottom. Regularly \$3.45. February Friday bargain **2.65**

Mattresses, centre filled with curled African fibre, with heavy layer of felt on both sides. Regularly \$5.50. February Friday bargain **4.30**

Woven Wire Bedsprings, closely woven triple weave steel wire mesh. Regularly \$3.00. February Friday bargain **2.45**

Boots and Rubbers

Women's boots, tan Russia calf, patent sole, gummetal, rubber calf, and vulci kid leathers, button and Blucher styles, New York, Cuban and military heels, light and medium soles. Sizes 1 1/2 to 8. Regular values to \$3.50. Friday **1.90**

Children's boots, dongola kid leather, Blucher style, patent toe cap, spring heel, sizes 5 to 10 1/2. Friday **90**

Blucher style boots, strong selected box kip, solid leather soles and heels, a neat, strong, serviceable boot. Men's, sizes 6 to 11, Friday **1.99**. Boys', sizes 1 to 5, Friday **1.69**. Youths', sizes 11 to 13, Friday **1.35**.

Light city weight rubbers, bright finish, Men's, 65. Boy's, 55. Women's, 45. Misses, 35. Child's, 30. Youths', 45.

This in the Lunch Room
FRIDAY AFTERNOON
3.00 to 5.30 p.m.
Hot Toasted Muffin with Marmalade. Pot of Tea.
TEN CENTS.

Furnishings for Men

Underwear, in pure Scotch wools and English natural merino, medium sizes only, regular 75c and \$1.00. Friday **39**

No phone or mail orders filed.

Heavy Sweaters, with roll or button collar, also several Black Cardigan Jackets, all sizes in the lot, regular \$1.50 to \$2.50; to clear Friday **59**

1,000 Neckties in pure silk or mercerized, open end derby, French seamed or cravat styles, regularly 25, 35 and 50c, Friday Bargain, 3 for **50**

Men's Furs

Costs lined with Muskrat and Marmot, prime furred German Otter collars and Black English Beaver, cloth shells. Regularly \$35.00, Friday bargain **25.00**

Fur Caps in Wedge and Dretter Shapes, of Electric Seal, German Otter, Astrachan and Nutria Beaver, regularly \$3.00 and \$3.50, Friday **1.65**

Rough Finish Soft Hats

For Men, Trooper or Alpine shape, colors, grey, fawn, heather and bronze. Friday **1.00**

Suits that are Bargains

Some suits of vast interest to Friday buyers are made from strong, good wearing English tweeds, in grey, brown and mixed stripes, good style, single breasted three button single coats, beautifully tailored, worth twice the Friday bargain price **7.45**

WORSTED TROUSERS.
Striped English worsted in medium and dark shades of grey, well tailored, worth much more than Friday bargain price **1.75**

MEN'S HEAVY WINTER OVERCOATS.
High-class overcoats and ulsters, priced at less than half English tweeds in greys and browns and black. Meltons in Chesterfield style, with self and velvet collars, and double breasted two way collar, ulsters, good linings, and best tailoring, correct style. Friday bargains **9.95**

BOYS' TWO-PIECE SUITS.
Scotch and English tweeds, English worsted and a few blue serge, \$4.75, \$5.25 and \$6.00. Friday bargain **3.40**

BOYS' OVERCOATS.
Hardly two overcoats of the same style or pattern. This season's very latest, light, medium and dark shades, English tweeds, Scotch tweeds, English mackinaws and English lay cloths, 2 1/2 to 7 years. Regularly \$4.50, \$6.00, \$6.75, \$8.50 and \$7.50. Friday bargain **3.49**

Boys' shirt waists. Regularly 60c. Friday bargain **29**

Groceries for Friday

2,000 bags Choice Family Flour, 1/4 bag, 55c; Choice Currants, cleaned, 3 lbs. 25c; California Seeded Raisins, package, 10c; Yellow Cooking Sugar, package, 7c; New Orleans Molasses, 2 lb. tin, 10c; Canada Cornstarch, 3 lbs. 25c; Canned Sweet Pumpkin, 3 lbs. 25c; Choice Creamery Butter, per lb., 38c; Finest Canned Corn, 3 lbs. 25c; Pearl Tapioca, 3 lbs. 25c; Choice Rangoon Rice, 5 1/2 lbs. 25c; 400 Pickled Shoulders of Pork, lean and mild, 6 to 8 lbs. each, per lb., 11c.

2 1/2 LBS. PURE CELONA TEA 85c.
A Blend of India and Ceylon Tea, one ton Friday, black or mixed, 85c. lbs. 50c.

The Robert **SIMPSON** Company Limited