

The Bright New Year's First Friday Bargain Day Stimulated by Toronto's Big Yearly Event Simpson's Midwinter Sale

Forgetting and Going Forward

After indulging in reminiscences as we pass the Milestone of New Year's Day, no one can afford to continue looking backward. The race is before us. We will forget the past because this will be pre-eminently a year of reconstruction. The general problem of reconstruction is aptly illustrated by the rebuilding of a railroad bridge over a ravine or a river without interrupting the traffic.

To serve you better than ever, to make this the most convenient and profitable place for you to shop, and in so doing to provide adequate recompense and satisfactory conditions for our thousands of workers is part of this store's New Year's problem.

The immortal words of Lincoln give us, as Canadians, a sound program:

"With firmness in the fight, as God gives us to see the right, let us strive on to finish the work we are in; to bind up the nation's wounds; to care for him who shall have borne the battle and for his widow and his orphan."

This surely will necessitate watchfulness, energy and unselfishness.

Misses' Wear

Misses' Velour Coats, \$22.75.

Of wool velour, in many shades—half and full lined. Novelty pockets and belts—convertible collars of plush and button trimming. No exchanges, no refunds, no C.O.D.'s. Regularly \$32.50 and \$35.00 values. Special, today, \$22.75.

Misses' Silk and Satin Dresses, \$18.75.

Regular stock—made from excellent quality materials in smart patterned or girdled styles. Colors taupe, brown, green, navy and black. No exchanges, no refunds, no C.O.D.'s. Regularly \$22.50 and \$25.00. Clearing today at \$18.75.

Misses' Coats Priced Extremely Low at \$14.95.

Made from serviceable chevrons, tweeds and chinchillas. Cozy and convertible collars—plush and button trimming. No exchanges, no refunds, no C.O.D.'s. Regularly \$18.50 to \$22.50. Wonderful value today, \$14.95.

Excellent Value in Misses' Serge Skirts, \$5.75.

Semi-tailored skirts of good-wearing serge. Novelty pockets, neat belts and button trimming. Navy and black only. No exchanges, no refunds, no C.O.D.'s. Today, \$5.75.

Misses' Silk Poplin Dresses, \$8.95.

Special Purchase of \$12.50 Styles. Wonderfully chic frocks, developed from good quality silk poplin, in the new shades. Round collarless necks, embroidery and smart platings of contrasting silk. No exchanges, no refunds, no C.O.D.'s. Friday bargain, \$8.95. Simpson's—Third Floor.

Millinery

New Satin Ready-to-Wear Hats, \$3.95.

Small and medium shapes—unusually smart for street wear. Cleverly tailored from the best satin, in black, navy, nigger, taupe and dust. A genuine Friday bargain, \$3.95.

Skating Sets, \$2.95 and \$3.95.

Jaunty Wool Sets from New York, in the latest styles. Colors rose, Alice, khaki, white and chic combined colors in Roman stripes. Regularly \$4.75 and \$5.95. Today, \$2.95 and \$3.95.

Clearing—Untrimmed Velvet Shapes, 79c.

Splendid assortment of small and large shapes, mostly in black. Regularly up to \$3.00. Today, 79c. Simpson's—Second Floor.

Silks

BLACK SILKS, SATINS, AND TAFFETAS. \$2.44 YARD—From regular \$2.69 and \$2.79 stocks.

Also all odd pieces of black moire velvets and black broadcrests. Regularly \$3.50. All clearing today, yard, \$2.44.

27-INCH TERRY AND WIDE WALE CORD VELVETS, in wine, red, cardinal, moss, ivy and myrtle, \$1.00 value. Today, yard, 59c.

CHIFFON VELVETEENS in black, brown, purple, damson, wine, ivy and myrtle. 35 and 36 inches wide. Regularly \$3.00. Today, yard, \$2.50.

WASH SATINS, a big shipment of 36-inch pinks and ivories just received. Specially priced at \$1.95, \$2.24 and \$2.50 yard.

Dress Goods

BLACK BROADCLOTHS, \$3.49 YARD—Satin, suede and velour finishes, 50 to 54 inches wide. Regularly \$4.00, \$4.50 and \$5.00. Today, yard, \$3.49.

WARM ALL-WOOL COATINGS—Plaids and overchecks on light and dark grounds. 54 inches wide. Extra special value. Today, yard, \$1.95.

SILK POPLINS, in all the good shades, including navy and black. Values as high as \$1.89. Today, yard, \$1.38.

ALL-WOOL SERGES, soap shrunk, very fine twill weave, navy and black, \$2.50 values. Today, yard, \$1.95.

Waists

TWENTY DESIGNS IN NEW GRACEFUL LINGERIE WAISTS

—One of the best assortments we have ever shown. Made up from small quantities of materials that could not be repeated into many fashionable styles. Values, \$1.95, \$2.25 and \$2.50. On sale for the first time today, \$1.48.

SILK AND CREPE WAISTS, \$1.95.

Regularly \$2.50, \$2.95, \$3.50 and \$3.95—Balances from regular stock samples and small lots. Altogether about 300 waists in white and all the light and dark wanted shades. Sizes 34 to 44 in the lot. No phone orders. Marked for quick selling today, \$1.95. Simpson's—Third Floor.

Spencers

\$1.25 WOOL SPENCERS, 49c—Soft grey wool with very small quantity of cotton in back. No sleeves. Sizes 34 to 42. No phone or mail orders. Friday bargain, 49c. Simpson's—Third Floor.

Furs

NATURAL CANADA MUSKRAT COATS—50 inches long. Shawl or cape collars. Brown satin lining. Regularly \$18.00. Today, \$9.75.

MINK MARMOT COATS—45 inches long. Shawl collar and deep cuffs of fine chinchilla opossum. Fancy poplin lining. Regularly \$19.00. Today, \$9.75.

MISSIE'S NATURAL RACON SETS—Imperial shape mink and animal scarf. Trimmed with head and tail. Regularly \$24.00. Today, set, \$19.00.

JUNIOR MISSIE'S WHITE THIBET SETS—Combed and electrified. Pillow mink and animal scarf. Regularly \$11.00. Today, set, \$7.50.

SMALL CHILDREN'S WHITE THIBET SETS—Pillow mink and neat neck scarf. Regularly \$7.50. Today, set, \$5.00.

TAUPE SIBERIAN WOLF SETS—Large round mink and wide animal scarf. Regularly \$26.00. Today, set, \$17.50.

20 BLACK KID CROSS SCARFS—Animal shape. Regularly \$3.50. Today, \$2.50. Simpson's—Second Floor.

Boots

No Phone, Mail or C.O.D. Orders on Sale Footwear.

MEN'S GOODYEAR WELT BOOTS, \$4.95—About 200 pairs of regular stock boots from incomplete lines. Patent leather and box calf—buckler and button styles. Wide and narrow toes with toe caps. Wide plain toes, polio style. Heavy and medium soles. All sizes. Today, pair, \$4.95.

WOMEN'S STYLISH BOOTS, \$3.95—Button and lace styles—brown, grey and black kid. Gunmetal patent sole combination leathers. 9-inch colored kid, cloth and black calf uppers. Various toe shapes. Spanish, Cuban and other heels. Sizes 7 1/2 to 7. Today, \$3.95.

WOMEN'S \$9.00 GREY KID BOOTS AT \$6.95—Dark grey kid on St. Regis long toe last, with heat perforated toe cap, 9-inch top has ivory welt medium sole for walking. Cuban heel. Sizes 7 1/2 to 7. Today, \$6.95.

CHILDREN'S BUTTON BOOTS—Black kid—turn sole. Sizes 4 to 7 1/2. Regularly \$1.75. Today, \$1.19.

CHILDREN'S COLORED KID BOOTS—Blucher style—full round toe last. Leather soles—low heels. Brown or grey kid. Sizes 7 to 7 1/2. Today, pair, \$1.69.

ACTIVE SERVICE BOOTS FOR BOYS—Heavy huck kip leather—blucher cut. Heavy solid leather soles. Sizes 11 to 13 at \$2.75; sizes 1 to 5 at \$2.25.

Same style in brown. Sizes 11 to 13, \$3.25; sizes 1 to 5, \$3.75.

MEN'S OVERSHOES—3-eyelet. Heavy corrugated sole—warm fleecy lining—very outdoor wear. Today, \$1.89. Simpson's—Second Floor.

Drugs

Toilet Goods

Men's Shaving Cream, Regularly 40c. Special, 2 for 5c.

Pure Glycerine Soap, Regularly 12 1/2c. Special, 3 for 20c.

Pure Castile Soap, 1 1/2-lb. bars. Regularly \$2.50. Special, \$1.90.

Camphor Ice (squares), Regularly 11c. Special, 2 for 15c.

Orange Wood Manicure Sticks, Regularly 25c. Special, 15c.

Pot Pourri (fragrant and lasting), Regularly 50c. Special, 30c.

Ebony Military Hair Brushes, Regularly \$2.50. Special, \$1.90.

Ebony-finish Hair Brushes, Regularly \$1.00. Special, 70c.

Nail Brushes (different styles), Regularly 25c. Special, 15c.

Tooth Brushes, Regularly 15c. Special, 10c.

EXTRA SPECIAL. Extraordinary offer in grained ivory articles, such as pens, pencils, including Manicure Pencils, Combs, Jewel Cases, Card Cases, Pin Boxes, Vases, Hair Shakers, Picture Frames, Puff Boxes, Hair Receivers, etc. Every article at 25 per cent. less than marked price.

COUGH AND COLD CURES, TONICS, Regularly 25c. Special, 15c.

White Pine Eucalyptol and Honey, Regularly 25c. Special, 15c.

Emulsion of Cod Liver Oil, Regularly 40c. Special, 30c.

Laxative Cold Tablets, Regularly 25c. Special, 15c.

Pentonized Beef, Iron and Wine, Regularly 50c. Special, 35c.

Reviver of Hypochondriacs, Regularly 50c. Special, 35c.

Scott's Emulsion, 60c and \$1.15.

Wampole's Cod Liver Oil, \$1.04.

C. SIMPSON DRUGS

Traveling Goods

CLUB BAGS, \$7.50—Clearance of odd lines, some russet cowhide leather, double high handles. Others heavy sheepskin, black walrus grain, also walrus grain fabric-kod bags. Sizes 16, 18 and 20-inch. Today, \$7.50.

TRUNKS, \$8.75—Canvas covered tourist trunks, heavy hardwood slats and bumpers. Heavy cowhide straps, covered tray, metal bottom. Sizes 32, 34 and 36 inches. Today, \$8.75.

SPECIAL FIBRE SUIT CASES—Reinforced corners, swing handle. Good locks and fasts, inside shirt pocket and straps, also two outside straps. Size 24-inch, \$3.65; 26-inch, \$3.80.

CLUB BAGS—Fabric-kod walrus grain, reinforced corners, double high handles, good locks and durable lining, with pockets. Size 16-inch, \$6.50; 18-inch, \$6.95; 20-inch, \$7.25.

MARKET

Phone Adelaide 6101

PRIME NEW YEAR'S BEEF. Canada Food Board License No. 9-029. Shoulder Roasts Finest Beef, lb., 20c.

Grade Roasts, per lb., 25c. Thick Rib Roasts, lb., 27c. Prime Corned Beef Brisket, lb., 20c.

Fresh Brisket, boiling cuts, per lb., 20c. H. A. Brand Highest Grade Breakfast Bacon, whole or half piece, special, per lb., 35c.

Choice Pure Lard, 3-lb. pails, gross weight, special, per pail, 99c. Cotolene Shortening, 3-lb. pails, gross weight, special, per pail, 85c. Choice Creamery Butter, per lb., 55c. California Currants, 15-oz. package, 21c.

Salted Raisins, 2 packages, 32c. Canned Peas, tin, 14c. Quaker Oats, large package, 30c. Choice Mince-meat, lb., 18c. Raspberry Jam, 4-lb. pail, \$1.00.

Mixed Raisins, 2 lbs., 25c. Choice Rice, 3-lb., 35c. Wagar's Orange Marmalade, 1-lb. jar, 35c.

Pink Salmon, tall tin, 24c. Quaker Oats, large package, 30c. Simpson's Chocolate Bars, each 5c. Fancy Picture Top Boxes, containing 10c. Assorted Chocolates, regular 60c, for 50c.

FRUIT SECTION. 10,000 lbs. Finest Cooking Onions, 10 lbs., 40c. 6-qt. baskets Greening Apples, each, 40c.

California Navel Oranges, dozen, 50c. Choice Potatoes, peck, 20c.

CANDY SECTION. Fruit Cakes, 1 lb., 35c. Simpson's Chocolate Bars, each 5c. Fancy Picture Top Boxes, containing 10c. Assorted Chocolates, regular 60c, for 50c.

Needlework

PILLOW CASES CLEARING, PAIR, \$1.10—Stamped for solid and eyelet work. Sizes 42 and 44 inches.

STAMPED LINEN-FINISHED TRAY CLOTHS, size 18 x 27 inches. Friday bargain, 59c.

STAMPED HUCK TOWELS, size 13 x 28 inches. Clearing today, each, 29c.

STAMPED WHITE TURKISH TOWELS, a limited quantity. To clear today, each, 39c.

Flouncing

25c FLANNELETTE FLOUNCINGS, 10c—10 inches wide, trimmed with cotton torchon lace. 25c value. Yard, 10c.

WASH LACES, in camisole points with half-inch beading for ribbon. Today, yard, 12 1/2c.

Wall Papers

TAPESTRY WALL PAPER, green and brown colorings. Regularly 25c. Today, single roll, 7c.

ALL-OVER-LEAF EFFECT, in pink and grey for bedrooms. Regularly 25c. Today, single roll, 9c.

BLUE STIPPLE OATMEAL PAPER for living-rooms. Regularly 40c. Today, single roll, 15c.

FABRIC WEAR WALL PAPER with two-tone stripe in buff and grey colorings, for sitting-rooms. Regularly 25c. Today, single roll, 12 1/2c.

RED DYED BURLAP, heavy sized bag, evenly woven, for daddos in rooms and vestibules. Regularly 60c. Today, yard, 39c.

Draperies

CURTAIN CORNERS AND ENDS, 15c EACH—250 travellers' sample bungalow sets—about 1 1/2 yards. Up to 50c grades. Also lace curtains—white, ivory and ecru—no two alike. Friday bargain, each, 18c.

CHINTZES, HALF PRICE!—30 to 36 inches wide, for curtains, cushions, light upholstery, etc. Regularly 60c to \$2.95 yard. Friday bargain, yard, 34c to \$1.47.

BUNGALOW NETS, HALF PRICE!—Fine and heavy weaves with and without borders—formal, white and cream. Regularly 39c to \$2.00. Friday bargain, yard, 19c to \$1.00.

SCRIMS AND VOILES, HALF PRICE!—Plain and bordered voiles and marquisettes—some lace trimmed, 36 in. wide. White, ivory and ecru. Regularly 39c to 50c. Friday bargain, yard, 19c to 25c. Simpson's—Fourth Floor.

Linens—Staples

PILLOW COTTON GREATLY REDUCED, 50c QUALITY AT 50c YARD—Horror-kiss' linen-finished circular pillow cotton, 45 inches wide. Today, yard, 50c.

MADAPOLLAM—A fine quality bleached cotton, 42 inches wide. Regularly 40c. Today, yard, 34c.

EMBROIDERED BED SPREADS in dainty design. Some with lace panels. Size 90 x 108 inches. Slightly soiled from display. Values from \$12.25 to \$17.00. Today, only \$8.95.

BLEACHED SHEETS of splendid washing and wearing quality. Size 70 x 90 inches. Hemmed. Regularly \$5.00. Today, pair, \$3.95.

BORDERED CRASH ROLLER TOWELLING, 17 inches wide. Today, special, yard, 23c.

EXTRA! DAMASK TABLE CLOTHS, \$1.95, SECONDS OF \$3.50 KINGS—Very slight imperfections—in many cases only a dark thread. Rust price, \$1.95.

CREAM ALL-WOOL FLANNEL, 28 inches wide. 75c quality. Clearing today, yard, 59c.

ALL-WOOL EIDERDOWN—Pink, old rose, open, cream and blue. 54 inches wide. Regularly \$3.00. Today, yard, \$1.95. Simpson's—Fourth Floor.

Furniture

8-PIECE DINING SUITE, \$79.90—Fumed or golden finish, buffet, extension table and set chairs. Buffet, 48-inch case—quarter-cut oak—mission design. Extension table—45-inch top—quarter-cut oak—pedestal base. 5 small and 1 arm chair, quarter-cut oak—movable seats upholstered in leather. Today, 8 pieces complete, \$79.90.

8-PIECE DINING-ROOM SUITE—Golden finish—buffet—extension table and set chairs. Buffet, solid oak—48-inch case. Extension table, solid oak—42-inch top—pedestal base. Diners, seats covered in leather. Regularly \$79.25. Today, \$67.00.

DINING-ROOM CHAIRS—Solid quarter-cut oak—fumed or golden finish. Slip seats upholstered in leather. 5 small and 1 arm chair. \$29.00.

DINING-ROOM CHAIRS—Solid quarter-cut oak. Seats upholstered in leather. 5 small and 1 arm chair. \$29.00.

EXTENSION TABLE—Solid oak—fumed or golden finish. Pedestal base. Extends to 6 feet. \$14.25. Simpson's—Fifth Floor.

Floor Coverings

REVERSIBLE JUTE RUGS REDUCED—Reversible, in two-toned effects, blue, green and brown. Size 7 1/2 x 9 ft., regularly \$7.50. Today, \$5.95.

Size 9 x 9 ft., regularly \$9.00. Today, \$6.75.

Size 9 ft. x 10 ft. 6 in., regularly \$10.50. Today, \$7.95.

Size 9 x 12 ft., regularly \$12.00. Today, \$8.95.

USEFUL KITCHEN RUGS, \$1.49 EACH—Green and brown colorings. Size 2 ft. 3 in. x 4 ft. 6 in. Today, \$1.49 each.

BISELL'S CARPET SWEEPERS, \$3.35 EACH—With heavy brush and up-to-date improvements. Special, \$2.95 each.

REMNANTS OF OILCLOTH, 49c SQ. YD.—Clearance of short lengths, also felt base quality in good patterns and lengths to 8 yards. In some cases two or more lengths of a pattern. Regularly 59c, 70c and 75c, at 49c square yard. Simpson's—Fourth Floor.

Handkerchiefs

12 1/2c AND 15c HANDKERCHIEFS, 3 FOR 35c—Women's Swiss one-cornered handkerchiefs. White or with touch of color. Today, 3 for 25c.

MEN'S WHITE LAWN HANDKERCHIEFS, hemstitched hems. Today, 3 for 21c. Simpson's—Main Floor.

Household Hardware

Phone Orders Filled. Main 7841. ALUMINUM COFFEE PERCOLATORS, 6-cup size, ebony finished handle, \$3.00 value. Today, \$2.49.

ALUMINUM TEA KETTLES, convenient size, holds about two quarts, 500 to sell today at \$1.95.

FROST KING WEATHER STRIP, for doors and windows, 22 feet in box. Today, 49c box.

FURNACE SHOVELS, steel scoop, long D-top handle. Today, \$1.10.

COAL SCUTTLES, japanned steel, 17-inch size, open pattern. Today, 75c.

ASH SIFTERS, wood sides, expanded metal bottom, long handle. Today, 25c.

CHILDREN'S SNOW SHOVELS, today, 19c.

BOYS' SNOW SHOVELS, today, 29c.

SNOW SHOVELS, full size, steel, long handle, Today, 59c.

ENAMEL BABY BATHS, round, 22 inches in diameter, good grade grey enamel, 72 only to sell. Today, \$1.25 each.

ENAMEL DISH PANS, high grade enamel, 14-quart size. Excellent value, today, 98c.

GREY ENAMEL PRESERVING KETTLES, or potato pots, with safety cover, 8-quart size, excellent for potatoes, vegetables, stews, soups, etc. Today 75c each.

POLISH MOPS, large size, steel frame, removable pad, adjustable handle. Regularly \$1.00. Today, 75c.

"VILT" an exceptionally high grade furniture polish. Per bottle, 25c.

MEAT CUTTING BOARDS, hardwood, nicely finished, size 8 x 12 inches, with handle. Today, 15c each.

CORN WHISKS, enamelled wood handle, well made, medium size. Today, 19c.

PYRAMID BREAD TOASTERS, toasts four slices at same time. Today, 23c.

SOLID ALCOHOL STOVE, complete with tin of solid alcohol. Today, 25c.

STERNO SOLID ALCOHOL, two tins for 25c.

China and Glassware

CUPS AND SAUCERS, 8c—100 dozen, thin white English ware, ovide shape (seconds). No mail orders. Today, \$3.90 a set. Special, cup and saucer for 8c.

GLOBE TEAPOTS, 23c—Rockingham ware, five-cup size. Phone your order. Friday bargain, each, 23c.

CLOVER LEAF CUPS AND SAUCERS FOR 15c—500 dozen cups and saucers. Friday bargain, cup and saucer for 15c.

COVERED VEGETABLE DISHES, 49c—Plain white, blue or green decoration. Regularly \$1.00 and \$1.25. Today, each, 49c.

CUSTARD CUPS, 6c—50 dozen brown, white lined, flat shape, individual size. Regularly \$1.20 dozen. Today, each, 5c.

CUPS, 8c—300 dozen thin white cups only, ovide shape. Today, each, 5c.

GLASS TABLE SET, 59c—Consisting of covered butter dish, covered sugar bowl, spoon holder and cream jug. Regularly 98c. Today, set, 59c.

TWO DINNER SET BARGAINS. \$15.00 DINNER SETS AT \$9.95—20 only sets of 97 pieces, thin English ware, pretty green floral border. Today, set, \$9.95.

\$28.50 DINNER SETS AT \$19.95—White, Wedgwood and Co. ware. Pink rosebud border, gold line on handles and edges. Complete, 97 pieces. Today, set, \$19.95.

Dessert forks, medium forks, table spoons and dessert spoons. Some are Rogers' silver-plated. Regularly \$3.25, \$3.50, \$3.75 and \$4.00 dozen. Today, 15c each. Simpson's—Main Floor.

Men's Corner

Men's \$48.00 Marmot Lined Coats, \$39.50.

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