

**SIMPSON**

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudge, President.

J. Wood, Manager.

PROBS: Local snow flurries, but mostly fair and very cold.

**SIMPSON**



# Filling Up the Ranks of the Midwinter Sale at Simpson's

Each day sees a new array of values on the firing line, depleted stocks brought up to full strength, and reinforced by dozens of new specials. These opportunities are planned for you—do not miss them.

## The White Sale is a Triumph of Merchandising

The quality necessary to give satisfactory wear, and the price to make buying rapid, are both here, as is shown by the items below recited:

### Unusual Pricing for Women's Coats

Women's and misses' sizes; new reversible materials in grey and King's blue and brown and purple, made on a variety of the newest of this season's models, with straight lines, square back or with high waist line, collars in the latest design, with round or square backs, or new convertible collar that will button up to throat if desired, patchpockets, collars, pockets and cuffs are all of contrasting materials. Regularly \$19.75 to \$23.50. Saturday ..... **8.89**

WOMEN'S AND MISSES' SUITS, \$7.95.

A collection of suits in smart styles; coats lined throughout with silk or satin, single or double-breasted, patch or slash pockets; some are strictly tailored, others braid or velvet trimmed, notched or large rever collars; skirts made in plain or pleated effects, materials are English serge, Venetians, fancy stripes and imported tweeds. Women's sizes, 32 to 42 inch bust; misses' sizes, 14, 16 and 18 years. Regular prices \$14.50, \$17.50, \$19.50 up to \$25.00. End of season clearance, Saturday ..... **7.95**

WALKING SKIRTS, \$2.98.

Women's serviceable skirts, of all-wool imported Panamas, in navy or striped worsteds, in black or navy, are made in plain gored and semi-pleated styles. Regularly \$3.50 to \$5. Saturday ..... **2.98**

GIRLS' WINTER COATS, \$3.49.

Made of very good serge, frieze and blanket cloths, in a variety of styles, single or double-breasted, with large sailor or storm collar, turn-back cuffs and flap pockets; trimmed with black braid or piping of velvet, and novelty or gilt buttons. Some are lined to waist with satcen. Colors navy, red and brown. Sizes 6 to 12 years. All sizes in the lot. Regularly \$5.00 to \$6.50. Saturday ..... **3.49**

### College Serges

We have received eight pieces of these stout serges of the grades we usually sell for \$1.25. Our London buyer got them below the usual cost, and we can clear them only by offering exceptional value for the price of **.88**

### Glove Prices Below the Values

Boys' and Girls' English Cape Leather Unlined Gloves, done fastener, plique sewn seams, in neat shades of tan. Sizes to fit from 2 to 15 years. Regularly .75, Saturday **.59**

Men's Tan Suede Leather Gloves and Mittens, made from good quality suede, with warm wool lining, done fasteners, gone wrist, all sizes. Regularly 1.00, Saturday **.79**

Men's Mocha Gloves, lined with rabbit fur, done fasteners. Bottom thumbs strongly sewn, warm and dressy. All sizes. Regularly 2.50, Saturday, pair ..... **2.00**

### For a Big Day in Millinery

**80 Trimmed Mid-Winter Hats**, of black nearseal, hatter plush, velvet and velours. Reg. \$6.50 to \$7.50. Saturday ..... **2.45**

Hats that we have been selling on our bargain tables at \$1.95 and \$2.85, and others reg. \$3.75 to \$5.50. Saturday ..... **1.35**

**Black Velour Shapes** of rich finish, reg. \$4.50. Saturday ..... **1.00**

**Black Felt Hats** just arrived in stock. Saturday **\$2.50 and \$3.50.**

### Taffeta Ribbon

Six inches wide, to-morrow in all colors, in excellent bowing qualities, for hair, sash or hat. Saturday ..... **.15**

### Blue Bird Music

"Among the Flowers," by Flumerfeldt, as used in "The Blue Bird." A charming number for the piano, in Barcarolle style. Per copy ..... **.14**

(Music Dept.—Sixth Floor)

### 15-Jewelled Watch \$2.95

Men's 16-size thin model 15-jewelled, nickel movement, burnished six jewels in plate. Every watch thoroughly tested before leaving the factory. Your money refunded if it does not fully warrant our claims. Fitted with a highly finished nickel case. Saturday ..... **2.95**

APOSTLE TEA SPOONS.

One-half dozen Spoons of sterling silver with sugar tongs to match, put up in a plush-lined case. Regularly \$6.50, Saturday ..... **3.00**

One-half dozen 5 o'clock Tea Spoons and Sugar Tongs to match, Sheffield plated on nickel silver, in a plush lined case. Regularly \$3.50, Saturday ..... **1.87**

12 Dessert Knives and 12 Dessert Forks, finest quality, pearl handles, English electro blades and tines, put up in a lined oak case with lock and key. Regularly \$18.00, Saturday ..... **11.95**

### A Bid From the Silks

French and Swiss Peau-de-Sole Dress Silks, in a beautiful range of shades, sky, pink, navy brown, tan, fawn, aloe saze, Copenhagen, ocean blue, maize, myrtle, Paddy green, reseda, ivory and black, etc., etc.; also a limited quantity of black and white stripes and white and black stripes, in four different size stripes. These silks are guaranteed, and are adapted for dresses, waists, slips, linings, etc. Regularly 60c, Saturday, per yard ..... **.38**

Black Velveteen, fast pile, heavy quality and Worrell's dye, for coats, suits, dresses, etc., 23-in. wide. Saturday, per yard ..... **.63**

Black Satin Paillette, extra heavy, firm quality, fine even weave, an exceptional wearing quality, 40-in. wide. Regularly \$1.60, Saturday, per yard ..... **1.15**

### Saturday Morning Sale of Embroideries

left over from the summer and autumn trade, odd lengths, odd widths, but all beautiful in workmanship and cloth. Some "baby" flouncings, "baby" edging and insertions. Embroideries from 2½ to 18 inches wide. Insertions, beadings and bandings from ½ to 6 inches wide. Allovers and skirtings. On sale Saturday morning half price, from a 15c grade at 8c to a \$5.00 grade at \$2.50.

Extraordinary Petticoat Offering, six distinct styles to go at half and less. Of nainsook or cotton, with flounces of wide embroidery, insertion and ruffles, also embroidery beading run with ribbon, and deep embroidery flounce; also beautiful lace flounces, dust frills, fitted hips, lengths 36 to 42 inches. Regularly \$3.00 to \$5.00 each. Saturday ..... **1.95**

Nightdresses, three styles, fine nainsook, slip-over neck, short kimono sleeves, round medalion yokes of embroidery, run with silk ribbon. Sleeves have lace or embroidery frills, yoke and cuff seams finished with featherstitch braid. Sizes 32 to 42 bust. Regularly \$1.75 and \$2.00 each. Saturday ..... **1.00**

Corset Covers, several pretty styles in nainsook, fine lace and embroidery insertions, lace frills, beading and silk ribbons, full front or fitted styles. Sizes 32 to 42 bust. Regularly 50c to 65c each. Saturday, 600 of them, at ..... **.35**

**1.00 CORSETS SATURDAY, 63c PAIR.**  
300 pairs of the newest model Corsets, of strong white coutil, medium low bust and extra long skirt, with 4 garters, strong steels, with four wide side steels, deep lace trim run with ribbon. Sizes 18 to 26 inches. Regularly \$1.00. Saturday, pair ..... **.63**

### Underwear at Half

Women's and Children's Winter Underwear gives a clearance of all the counter-soiled and odd pieces. Come early for best choice.

Women's White Vests, Drawers, Black Tights and Combinations, also Children's Vests and Drawers, some with small imperfections, in fine ribbed qualities of all wool, wool and cotton mixed, and all cotton; all sizes in the lot. Women's, 32 to 40 inches, children's 2 to 12 years. Saturday, half price and less.

### Three Waist Chances

A new Waist of all-over lace net, in very effective design, front and shoulders having deep tucks, while the entire waist is trimmed with linen ball edging and braiding of cluny lace, has double kimono sleeve, fastens invisibly in front and comes in white or tan. Sizes 34 to 42. Saturday ..... **2.95**

New Grecian Waist of sheer lawn, has a front in surplice effect, with wide bandings of Irish lace, and Swiss embroidery, full length sleeve and dainty lace collar. Sizes 34 to 42 inches. Regularly 2.50. Saturday ..... **1.75**

French Flannel Blouse, smart tailored shirt style strapped seams, kerchief pocket, soft French collar and cuffs, cream, with navy, black and mauve stripe. A 3.60 Waist. Saturday ..... **1.95**

### Snowshoes and Skates

Snowshoes — Perfect frames and extra quality stringing:—

Men's 14 x 42, Saturday ..... **3.00**  
Ladies' 14 x 42, Saturday ..... **2.75**  
12 x 42, Saturday ..... **2.50**  
10 x 33, Saturday ..... **1.75**  
9 x 30, Saturday ..... **1.65**

Commodore Hockey Skates, warranted best welded and tempered steel, rivet bracketed, puck stop, sizes 9 to 11½, Saturday ..... **2.25**

Rob Roy Hockey Skates, double end, perfect tempered steel blade, polished and plated, strong and light, sizes 9 to 11, regular \$3.00. Saturday ..... **1.89**

300 pairs Crescent Hockey Skates, single and nickel plated, for ladies and children, sizes 8 to 10½, \$1.00 value. Saturday ..... **.60**

Hockey Sticks, Saturday, 10, 15, 25, 50, 75.

Ankle Supports, Saturday .25.  
Skate Straps, per pair, Saturday .10.

Pucks, Saturday .10 and .15.  
Megaphones, Saturday .25, .35, .50 and \$1.00.

### Low Quotations on Men's Fur Coats

Canadian Raccoon Skin Fur Coats, natural dark skins, extra well lined.

Reg. \$75, Saturday. **56.50**  
Reg. \$65, Saturday. **47.50**

**Muskrat Fur-lined Coats**, black beavercloth shell, otter or Persian lamb collars, fine black bearcloth shell. Reg. price \$75.00. Saturday ..... **55.00**

**\$6.00 Sweater \$4.29**

Extra Heavy Sweater Coats for Men, made in England, of pure Australian wool and finished by hand. Fancy knitted fronts and down sleeves, finely knitted double storm collar and cuffs. Weighs 3 lbs., and will keep you warm in the coldest weather; all sizes. Regularly \$6.00. Saturday ..... **4.29**

### Men's Negliges

All styles and qualities of Canadian, Austrian and American Neglige Shirts, all sizes in the lot 14 to 18. Reg. \$1.25, \$1.50 and \$2.00. Saturday ..... **.98**

### Important Sale of Boys' and Youths' High Grade Ulsters

65 of them, cut in the newest single and double-breasted styles, with two-way convertible collars. Our most expensive ulster, perfectly designed and tailored. The cloths are finely finished tweeds, in light and medium shades, in smart diagonal and herringbone weaves. Sizes 29 to 35. Reg. \$11, \$11.50, \$12, \$13.50 and \$15. Saturday ..... **8.90**

### Long Falls in Carpet Prices

Best five-frame Brussels Carpet, some with borders to match, chiefly bedroom designs and colorings, in various patterns. Regularly \$1.45. Stock-taking Sale price **.79**

Templeton Seamless Axminster Rugs, 10 only, in two sizes, 9.0 x 10.6 and 9.0 x 12.0, designs and coloring suitable for any room. Regularly \$28.50 and \$33. Stock-taking Sale price \$18.75 and ..... **23.75**

Velvet Sofa Rugs, four patterns, in floral designs, size 4.6 x 6.0. Regularly \$6.00. Stock-taking Sale price ..... **3.95**

### Overcoats for Men

Of the better qualities, all made from grey, brown and mixed tweeds and black melton cloths. They follow the newest single-breasted styles, with velvet and self collars, fly front and buttoned through; mohair linings. Regularly \$14.00, \$15.00, \$18.00 and \$20.00. Saturday, to clear ..... **10.45**

### Good Business Suits

Made from an extra grade of English tweed, in fancy stripe browns, medium shade of fancy grey and in a dark grey, cut in the single-breasted three-button style, close fitting collars and mohair linings. Saturday ..... **10.50**

### Men's Sheep-Lined Coats

For teamsters, draymen and all those whose work takes them into the rough cold weather, there is great value in these sheep-lined coats, made from a heavy English corduroy, or from brown duck, with beaverette collar, leather shields under the arms, wind excluding wristlets in sleeves, patent fasteners and linings of heavy sheepskin. Regularly \$6.00, Saturday .. **4.95**

### Hats and Caps

Men's Stiff Hats, Christy and King brand, fine English makes, low crown and wide brim styles, or the more medium blocks, specially finished. Saturday **2.00**

Soft Hats, in the popular rough finish felt, in Oxford grey, Cambridge grey, fawn, heather and bronze. Saturday, special ..... **1.50**

Tweed Caps, with or without fur bands, medium or large peak, in new pattern tweeds, worsteds and serges, also navy blue. Men's sizes, Saturday ..... **.45**

Men's, Boys' or Girls' Woolen Toggles. A most complete range of plain and fancy stitch and in a wide assortment of all the popular colors and combinations of colors. Saturday special prices, .19, .29 and .39.

### Lace Curtains

#### More Sale Values

Nottingham Lace Curtains, lacy effects, with heavy colbert edges, 3 and 3½ yards long. Regular \$1.50 and \$1.75. Special ..... **.98**

Novelty Lace Curtains, double thread centre and overlock stitch edge. Regularly \$3.00 and \$3.50. Saturday, pair **1.98**

Swiss Applique Curtains, \$4 and \$4.50. Saturday, pair **2.98**

Swiss Lace Curtains, slightly soiled, one pair to pattern. Regularly \$4.50, \$6.00, \$7.50, \$10, up to \$25 pair. Saturday Half Price.

### China Gives Advantages

Flower Vases, rich cut rock crystal ware, 5¾ in. high, deep mat finish. Regularly \$1.50. Saturday ..... **.75**

**40 pieces Cut Glassware**, deep flaring out, good assortment of designs, comprising rose bowls, decanters, bon-bon dishes, 8 in. fruit bowls, celery trays, etc. Half-price Saturday, for ..... **3.99**

**Limoges China Dinner Set**, beautiful band decoration, genuine coin gold finish, all in the new Marcella shape. Reg. \$71.40. Saturday special **49.50**

See the half-price tables of marble statuary, Royal Worcester, Crown Derby and Bernard Moore wares.

### Bedroom Furniture Priced for Quick Selling

Dressers of selected quarter-oak or mahogany, with square or oval shaped bevel plate mirrors. Regularly \$19.50. Saturday ..... **15.00**

Chiffoniers, in genuine quarter-cut oak, or mahogany finished, polished or dull, with either wooden knobs or brass pulls. Regularly \$19.50. Saturday ..... **15.00**

Dressers, of mahogany finish, highly polished, or quarter-oak finished, rich golden. Regularly \$21.50, Saturday ..... **16.50**

Dressers, of rich golden quarter-cut oak or mahogany, with wooden knobs, full swell front and heavy oval plate mirror. Regularly \$24.75. Saturday ..... **19.00**

Bedsteads, in mahogany finish and quarter-oak, an exceptionally good design. Regularly \$22.00. Saturday ..... **17.00**

### Wall Papers

25c, 35c, 50c and 65c Panelling, per yard, 8c and 10c.

Frieze, per yard, 15c.

Medallions, each, 10c and 15c.



### Hardware Specials

Arctic Shovels, steel blade, long handle, for snow or furnace. Regularly 25c, Saturday ..... **.14**

Ash Sifters, galvanized, regular 25c, Saturday ..... **.18**

Chopping Axes, steel face, keen edge. Regularly \$1.00. Saturday ..... **.79**

Safety Razors, with 6 double edge blades, and collapsible shaving brush, heavily nickel plated, in leatherette case, with adjustable bevelled mirror; a \$5.00 razor could not give better results. Specially priced for Saturday **2.29**

### GROCERIES

2,000 lbs. Fresh Creamery Butter, White Clover Brand, per lb., 37c. Canned Fruit, Raspberries, Strawberries, Cherries, Peaches, Plums and Pears, per tin 18c. Toasted Corn Flakes, 3 packages 25c. Loaf Sugar, 3½ lbs. 25c. One Car California Sunlight Oranges, sweet and seedless, per dozen 20c. Rich Red Salmon, per tin 20c. Cross & Blackwell's Marmalade, 2 lb. Jar, 25c. Garton's H. P. Sauce, per bottle 18c. Macoonchee's Pickles, Mixed Chow and Walnuts, pint bottle 22c. Finest Canned Corn, 3 tins 25c. Imported French Peas, per tin 12c. 500 Lbs. Fresh Fruit Cakes, per lb., 15c. Fancy Mixed Biscuits, 2 lbs 25c. Candy: 600 Lbs. Fresh Walnut Maple Cream, per lb. 10c.

The **SIMPSON** Company Limited