

SIMPSON Store Opens 8 a.m.

Closes 5.30 p.m.

H. H. FUDGER, President. J. WOOD, Manager

Probabilities: Continued unsettled, with occasional snow or rain.

SIMPSON

MAIN FLOOR ITEMS

Hosiery and Gloves

Women's Plain Black Cashmere Seamless Hose. Regular 30c. On sale Friday, 20c.

Boys' and Girls' 1-1 Ribbed Black Cashmere Stockings, tucked knee, double-placed heel, toe and sole; sizes 5 to 10. Regular 35c. Friday, pair, 19c.

Women's and Misses' All-Wool Ringwood Gloves, English made, in all colors and a large variety of patterns. Regular 25c and 35c. Friday, 15c.

Women's Fine All-Wool Cashmere Gloves, black, white, brown, grey. Regular 35c. Friday, 19c.

Men's Mule Leather Mittens, wool lined, wool wrist, warm and splendid wearing. Regular 39c. Friday, 29c.

Men's Plain Black Cashmere Socks, seamless, double-placed heel, toe and sole. Regular 20c. Friday 12 1/2c.

Women's Suede-Finished French Kid Gloves, good quality, tan, grey, mode, all sizes. Regular 75c. Friday, 49c.

Drug Sundries

Emulsion of Cod Liver Oil, with Hypophosphites, 50c bottles, Friday, 25c.

Olive Oil, in capsules, 60 drops each, 2 dozen in a box. Regular 40c. Friday, 25c.

Wood Alcohol, pint bottles. Friday, 15c.

Spirit Stoves. Regular 75c. Friday, 50c.

Irrigating Cans, best white enamel, 2-quart size. Regular 65c. Friday, 40c.

Tubing, for syringes, red or white rubber, 1/4-inch. Special, 25c.

Silver Polishing Cloth. Friday, 2 for 15c.

Rubber Gloves, best quality. Regular \$1.25. Friday, 98c.

Clearing Lines from the Fancy Goods and Toilet Depts.

100 only Odd Pieces from the Fancy Goods Department, including Toilet Sets, Glove and Handkerchief Boxes and Manicure Sets. Regular 50c, 75c and \$1.00. Clearing Friday, 25c.

90 only Fancy Boxes of Xmas Perfumes. Regular \$1.00, \$1.25 and \$1.50. Clearing Friday, 49c.

130 Ebony-Finished Hair Brushes. Regular 75c. Friday, 50c.

Umbrellas

A large selection of Umbrellas for men and women, broken ranges taken from our Christmas lines, fine silk and wool tops, strong steel rod and frame, a choice range of handles, consisting of mission woods, boxwoods, fancy horns, all nicely mounted with rolled gold and sterling silver. Values up to \$2.25. Friday, \$1.19.

Book Dept.

Robert Louis Stevenson's Works, 9 vols., half leather. Regular \$4.75. Friday, \$3.89.

300 volumes slightly soiled, all good literature. Regular values \$1.50, \$2.00, \$3.50 and \$4.50, all at \$1.00 each.

A clean-up on Papeteries. Values up to 75c. All at 29c each.

Big Ribbon Bargain

The first Friday after Christmas sees a big clearing up of odd lines of Ribbons at big bargain prices. Several lines of Taffeta Ribbon, 3/4 to 6 inches wide, in sky, pink, white, navy, Alice, reseda, yellow, tan, brown, grey and myrtle. Regular 14c to 25c per yard. Friday bargain, 5c.

No phone or mail orders filled.

FIFTH FLOOR

Wall Papers

1200 yards Friezes, 9 inches and 18 inches wide, assorted colors. Regular to 5c and 10c yard. Friday, 3c.

1350 rolls Paper, for bedrooms, kitchens, etc., assorted colors. Regular 8c and 10c. Friday, 4c.

2200 rolls Imported Bedroom Papers, good colors and designs. Regular to 25c. Friday, 11c.

2150 rolls Imported Parlor and Dining-room Papers, in reds, greens, browns, blues and their blendings. Regular to 50c. Friday, 24c.

Doll Carriages and Children's Chairs.

English Doll Carriages. Regular \$6.75. Friday, \$4.95.

Reed Body Carriages. Regular \$2.25, for \$1.79; \$4.50 for \$3.49; \$5.25 for \$3.99.

Children's Chairs, varnished, natural color or red. Regular 25c. Friday, 17c.

500 tins Stove Pipe Varnish. Regular 15c tin. Friday, 8c.

\$1.50 Palms for 89c

(Sixth Floor)

\$1.50 Kentia Palms for 89c.
\$1.50 Rubber Plants for \$1.00.
25c Primrose for 20c.
Hyacinth and Fern Pans for 40c.

Carpets and Rugs

900 yards of Axminster Carpet, in a range of floral, Oriental, chintz and conventional designs; all good colorings; 2-4 and 5-8 borders to match. Regular \$1.75 and \$1.50. Made, laid and lined if bought on Friday for, per yard, \$1.39.

2500 yards of Scotch Printed Linoleum, in block, floral, tile, parquet and matting designs. Laid, if bought on Friday, for, per square yard, 39c.

500 English Seamless Tapestry Rugs, in Oriental and other designs; the best quality, which will give every satisfaction; finished with invisible fasteners, and laid at the following prices if bought on Friday:

Table with 2 columns: Size and Price. 9 x 10.6. Each \$11.99. 9 x 12. Each \$13.99. 10.6 x 12. Each \$15.99.



The Importance of Friday

To-morrow, Friday, will end the procession of bargain days for Nineteen Ten. This last will be by no means the least important. Its importance cannot be really emphasized or magnified by what we say here. It must be by the repetition of what you have done so often during the year with persistent and increasing impressiveness, i.e.—by your presence and purchasing power. Friday's business will be another tribute to the enterprise of this store and another proof of your ability to estimate real values. Examples follow—please study them carefully and critically.

(THIRD FLOOR)

Women's \$20.00 Suits for \$4.69

A collection of Women's and Misses' Suits; made of French Venetians, imported Panamas, medium weight vicuna, and worsteds; colors in the lot of brown, green, navy, wine, black, grey and rose; also of tweeds in mixtures of grey fawn or green tones; coats are lined throughout with silk or English satin; single or double breasted styles; skirts are semi-pleated, gored or panel effects; trimmed with buttons to match coats. Sold regularly at \$12.50 to \$20.00. Friday \$4.69.

WOMEN'S \$18.50 WINTER COATS FOR \$5.25.

30 Women's Serviceable Winter Coats, of good quality beaver cloth, fine kersey cloth, and of tweeds, in a number of smart semi-fitting styles; single or double breasted fronts; trimmed with buttons or strappings; collars are in the fashionable styles; colors in the lot are navy, black and green; also of mixtures in grey tones. Sold regularly at prices ranging from \$8.50 to \$18.50. Friday \$5.25.

WOMEN'S \$6.00 SEPARATE SKIRTS \$3.25.

125 Women's Separate Skirts, made in a variety of semi-pleated and gored styles; some with the new banded effect; trimmed with buttons and strappings, or quite plain; materials are good quality French Venetians and imported Panamas; colors in the lot are black, navy and green, also of medium weight diagonal worsted, in grey mixtures; a good range of sizes, 37 to 42, front measurements, to select from. Regular \$5.00 and \$6.00 values. Friday \$3.25.

GIRLS' \$6.50 WINTER COATS FOR \$2.25.

120 Girls' Smart Winter Coats, in a large variety of styles, double breasted fronts; some with the new banded effect; trimmed with buttons or strappings; some are lined with serge; others have shoulders lined with self material; materials are all-wool blanket cloths, in navy, brown or green; also of tweeds, in dark or medium tones of grey mixtures; sizes in the lot are 4 to 14 years. Sold regularly at \$4.75, \$5.00, \$6.50 and \$7.00. Friday \$2.25.

\$2.25 EIDERDOWN AND FLANNELLETTES SACQUES \$6.00.

Women's Dressing Sacques of grey all-wool eiderdown, trimmed with border of fancy crepe; also of flannellette, in grey, cardinal, sky and mauve; figured border of self, and belt; all sizes in the lot. Regular \$1.25 and \$2.25. Friday 98c.

(No phone or mail orders.)

Furs

25 only Black Belgian Hare (sometimes called Russian lynx) Muffs, large new rug shape, finished with heads and tails; black silk lining. Regular \$7.00. Friday \$4.95.

25 only Black Belgian Hare Stoles, large new shapes, with wide cape and long fronts; trimmed with tails; black silk lining. Regular \$6.50. Friday \$4.75.

27 Mink Marmot Stoles, with deep storm collar; wide on shoulder, and fancy tab fronts; satin lined. Regular price \$8.75 and \$10.00. Friday \$6.45.

46 Mink Marmot Muffs, large empire shape; some are trimmed with heads and tails; satin lined. Regular \$6.00 and \$6.50. Friday \$4.35.

\$4 Royale Belt Corsets for \$2.50 Pair

Clearing 160 pairs Royale Belt Corsets, heavy fine white coutil; medium bust, long unboned skirt, with six garters; reinforced abdominal sections; heavy spring clasps; finest rustproof steels; draw tapes in bust; lace and ribbon trimmed; sizes 19 to 26 inches. A regular \$4.00 corset. Friday bargain \$2.50 pair.

WOMEN'S AND GIRLS' SWEATER COATS.

Girls' Sweater Coats, heavy knit wool; colors white, red or navy; V neck; two pockets; pearl buttons; sizes for ages 3 to 10 years. Regular price \$1.00 and \$1.50 each. Friday bargain 50c.

Clearing Women's Fine Sweater Coats that became slightly soiled during the Christmas rush; heavy knit wool; different weights and qualities; high or V neck; all sizes; colors white, navy, grey. Friday bargain half-price.

CHILDREN'S NEW YORK COATS.

Little Girls' or Boys' Winter Coats, fine all-wool cheviot serge, double breasted, brass buttons, lined and interlined with quilted wadding; colors gulf red, navy and Copenhagen blue; sizes for ages 1, 2, 3, 4, 5 years. Regular price \$3.00 each. Friday bargain \$1.95.

INFANTS' ROBES, SKIRTS, DIAPERS.

Infants' Robes, a dainty style, in the sheer lawn; hand embroidery; yoke; deep hemstitched hem on skirt; fine narrow embroidery frills; lengths 24 or 40 inches. Regular price \$2.25 each. Friday bargain \$1.00.

Infants' Long Skirt, fine lawn; trimmed with tucks; two rows fine lace insertion, and edge of lace; lengths 34 and 40 inches. Regular price \$1.00 each. Friday bargain 50c.

Infants' Diaper Covers, fancy striped flannellette, bound edges, cambric waist band. Regular price 15c each. Friday bargain 8c each.

Nottingham Lace Curtains 98c

You will find the Lace Curtains selling at this price of special interest. They are made in good wearing net, new patterns, scroll, floral, conventional and striped effects, overlapped edge; 48, 52 and 64 inches wide; 3 and 3 1/2 yards long; white and ivory; excellent curtains and lowly priced. Special for Friday, per pair 98c.

TAPESTRY CURTAINS AT \$1.99.

Dainty Tapestry Curtains selling Friday at a very low price; a large range of designs and colorings from fringe top and bottom; reversible patterns; a neat curtain and attractively priced. Regular \$2.50. Friday, per pair \$1.99.

(SECOND FLOOR)

Dress Silks 59c Yard

2,500 yards Fashionable Dress and Waist Silks; weaves and colors that are in the greatest demand for afternoon and evening wear; all pure silks, of French and Swiss manufacture, that will give splendid wear. Regularly sold at 75c and 80c per yard. Friday bargain, yard 59c.

75c Velvet Cords 50c

A Velvet Cord manufacturer in England cleared the remainder of his stock to use a few weeks ago at an unusually low price; they have just arrived, and we offer rich colored Velvet Cords for costumes, coats, suits and children's wear, in rich colors of cardinal, brown, myrtle, cream, grey, green, etc., of a quality usually sold for and worth 75c per yard. Friday bargain, per yard 50c.

Wash Goods Department

A quantity of useful Waist Lengths of printed velours, printed cashmerettes, printed muslins, white mercerized broadens, serpentine crepes, etc., containing 3 and 2 1/2 yards in each. Regularly from 50c to 80c. Friday, the length 37c.

Pretty Printed Muslins, designs suitable for dressing jackets, etc. Regularly 15c. Friday 5c.

40-inch White Victoria Lawns, heavy weave, nice for nurses' dresses, pinafores, aprons, etc. Regularly 10c. Friday 7c.

A quantity of Pretty Prints, absolutely fast colors; 36 inches wide; mostly white grounds, with black stripes. Regularly 15c. Friday 9c.

Fashionable Dress Goods 39c

5,000 yards of Fashionable Dress Goods, including New English and Scotch Tweeds in striped, checked and heather mixture effects; Serges, Worsteds, Hensletts, Vicuna Cloth, Panamas, Tartan Plaids, etc., etc. These cloths are worth regularly up to 75c and 85c per yard; 42 to 54 inches wide. Friday bargain 39c.

BLACK MOREENS.

500 yards Black Moreen, suitable for ladies' underskirts; rich, lustrous finish; splendid quality for hard wear; fast, permanent dye; 38 in. wide. Regularly 50c. Friday bargain 33c.

Fine Cluny Table Cloths

Extra fine pieces of work, large, round Table Cloths for dining tables; the choice of a lifetime.

1 only, 80 x 50 inches, round. Regular \$50.00, for 25.00
1 only, 72 x 72 inches, round. Regular \$45.00, for 23.50
1 only, 72 x 72 inches, round. Regular \$37.50, for 19.50

\$1.50 FLANNEL BLOUSE LENGTH 98c.

The clearance of our immense Christmas showing, three yards in each length; beautiful stripes and figures; about 150 lengths only. On sale Flannel Section, upstairs.

TURKEY CHINTZ COMFORTERS \$1.68.

For large double beds; pure white fluffy cotton filling, stitched design, assorted patterns; five dozen only.

SCOTCH DAMASK TABLE NAPKINS \$1.55 DOZEN.

Fine weave and good heavy quality, hemmed ready to use; all pure linen, and bleached pure white; dainty bordered designs; 20 x 20 inches. Only about 90 dozen.

\$1.50 FANCY BATH ROBES 98c EACH.

In bright colors to match any bathroom; good, large, soft bath mats; 60 only in the lot to clear. On sale Towel Counter.

READY-TO-USE BLEACHED SHEETS \$1.24.

For double beds, top sizes, standard heads; made from sturdy, plain English sheeting. 103 pairs only.

Millinery Dept.—Ostrich Feathers

Odd lines left over from our Christmas business, 142 Duchesse Feathers, 21 inches long, nice long fibre, in nearly all the best shades, with black and white included. Regular \$5.00 to \$7.75. Friday \$3.75 each.

69 Trimmed Hats, beautifully gotten up, in styles and quality. Regular \$10.00 to \$12.00. Friday \$5.85.

White Beaver Shapes; these are the high-class, dead white, with long fluffy fur, in extra large shapes. Regular \$6.50 and \$7.75. Friday \$3.75.

Women's Boots

240 pairs Women's Boots, strong Dongola kid leather, Blucher style, patent toe caps, medium heavy sole, Cuban heel; 2 1/2 to 7 1/2. Friday bargain \$1.49.

MEN'S BOOTS.

160 pairs Men's Boots, box kip, Blucher, heavy standard screw soles, easy fitting, long wearing; all sizes 6 to 11. Friday bargain \$1.99.

For Windows

Window Shades Reduced to 37c

We sell Friday a very special Window Shade at half-price; the assortment includes lawn, cream and green, oil opaque; trimmed with lace or insertion; complete with brackets and pull. Worth 75c. Friday's bargain price 37c.

CURTAIN STRETCHERS 79c.

On Friday we put on sale 200 only Curtain Stretchers, solidly made, with unbreakable fixtures, non-rusting pins, adjustable from 1 to 2 yards wide, 2 to 4 yards long, folding, easily stored when not in use. Worth \$1.50. Special Friday 79c.

MEN'S STORE ITEMS

Men's Overcoats

Regular Prices \$10.00, \$12.00, \$13.50 and \$15.00. To Clear Friday \$7.95.

Men's Fine Quality Black Melton, Cheviot and Mountain Cloth Overcoats, also in fancy tweeds, cut from the latest single-breasted Chesterfield models, with neat, close-fitting black velvet collars and long, shapely lapels, carefully tailored in every possible way, and finished with best quality linings and trimmings; sizes 35 to 44. To clear Friday at \$7.95.

MEN'S TWEED PANTS

Regular Price \$1.50. On Sale Friday at 99c.

Men's Strong, Durable English and Canadian Tweed Working Pants, in assorted dark stripe patterns, well made and splendid fitting; sizes 31 to 42 inch waist. On sale Friday at 99c.

BOYS' FANCY OVERCOATS

Regular Prices \$4.50, \$5.00, \$5.75 and \$6.50. To Clear Friday at \$3.49.

Boys' Heavy Fancy Tweed Overcoats, in rich dark brown and grey mixed grounds, with self and fancy thread stripes, cut in the latest double-breasted Russian style, with self and neat black velvet collars, lined with strong, durable linings; also in plain blue and brown kersey cloths, cut in three-quarter length reefer style, with deep roll Astrachan collar, lined throughout with warm red flannel lining; sizes 21 to 26. To clear Friday at \$3.49.

Men's Winter Caps 39c

Men's Winter Wear Caps, fur lined ear bands, tweeds, navy and black serges, large golf shape. Regular 50c. Friday, 39c.

Men's Fur-Lined Coats, black beaver cloth shells, marmot collars, black dogskin lined. Regular \$25.00. Friday \$19.95.

Children's Carriage, Co-Cart or Sleigh Robes, good quality imitation white bearskin, pocket shape. Regular \$1.75. Friday, \$1.39.

Square shape, in same quality. Regular \$1.50. Friday, \$1.19.

Men's Neck Scarfs 17c

300 boxes of Men's Combination Sets of Suspenders, garters and arm bands, left over from our Christmas stock, also several boxes of suspenders, gilt trimmings. The suspenders have white kid cast-off ends. Regular to 75c. To clear Friday, 33c a box.

500 Men's Mercerized Neck Scarfs, shaped to fit the neck perfectly, and fasten in front with dome fastener, several different colors to choose from. Regular 35c and 50c. Friday, to clear, 17c.

Men's Extra Heavy Weight Scotch Wool and Balbriggan Underwear, nearly all sizes in the lot. Regular 75c and \$1.00. To clear Friday, 44c.

BASEMENT

China and Glassware

100 dozen Port, Sherry and Claret Glasses, etched design. Regular \$2.65. Friday, dozen \$1.98.

Decanters, to match. Friday, \$1.29.

20 only Dinner Sets, fine semi-porcelain body, rich gold key decoration. Regular \$15.00. Friday, \$10.00.

2000 Fireproof Bakers' Pie Dishes, with white lining. Regular 25c. To clear Friday, 10c.

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