

SIMPSON Store Opens 8 a.m. Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROBS: Little colder, with light local snowfalls or furrles.

SIMPSON

The Charm of New Goods at the Simpson Store

Garments for Women Illustrate the Newer Models

A New Spring Skirt

In women's sizes only, offers a tempting value for your consideration, while outlining what will be the season's preference in materials and design.

It is made of imported tweed, cut with the one-sided effect and panel back, finely tailored garment in medium grey, dark grey, brown, and fawn. Specially priced for Saturday selling 3.95

We Announce a Clearing Sale of Dresses

For evening, afternoon and street wear. The original prices are \$23.00 to \$125.00. The new prices are marked. Come and look them over.

Materials include silk chiffons, marquisette, satins, and stripe silks, also wool fabrics. All attractive and beautifully trimmed, with novelty designs, silk fringes, and pretty lace insertions short or long sleeves, high, semi-low, or Dutch neck, medium high waist line. Pretty light shades, such as lavender, silver grey, rose, pink, pale blue, champagne, black and other dark fabrics.

WINTER COATS FOR \$1.95

Serviceable winter coats, of black and brown frize cloths, and grey and black diagonal tweed are wonderful value for those who care mostly for the comfort. They are long and warm, and can easily be made to conform to the latest styles. An unusual value for 1.95.

WOMEN'S AND MISSES' COATS

A SPECIAL VALUE.

Of beaver cloth, in black, navy, and brown, and a few green tweeds, are made in this season's newest styles, with semi-fitting back, single-breasted front, buttoned up to throat with turnover collar, trimmed with narrow military braid, or on semi-fitting lines with collar and revers. Saturday 4.59

Paris Model Dept. Girls' Section

Misses' and small-sized women's silk and flannel blouses, with a high neck, and standing collar, or slightly open neck and Quaker collar; tailored shirt sleeve, in silk. Regularly \$4.00 to \$6.00, Saturday 2.00

In Flannel, regularly \$3.00; Saturday 1.25

Twenty-five Liberty Silk Dresses, in many different shades, some hand embroidered and hand worked; sizes from five to ten years. Regularly from \$10 to \$15. Saturday 5.00

Linens and Silks in Shirt Waists

Shirt Waists of Pure Irish Linen, with wide tailored tucks front and back, fasten with good pearl buttons and have shirt sleeves; sizes 34 to 42. Laundered ready to wear. Saturday 1.95

Smart Shirt Waists of Fine Austrian Linen, have fronts of dainty hand embroidery and collars of pin tucks, shirt sleeve and link cuffs. Saturday special 2.45

Waists of Silk Velvet, show yoke, collar and 3/4 sleeves, trimmed with self piping and small velvet buttons, fasten in the back and have 3/4 length sleeve; colors are black, navy, brown, green and mauve; sizes 34 to 42. Saturday 2.95

Two of the Hosiery Values

Women's Imported Black Cashmere Hose, with neat patterned silk embroidered fronts, in red, white and sky, spliced heel, toe and sole. Regularly 35c. Saturday 29

Women's Plain Black Cashmere Hose, "Pen Angle" brand, every pair guaranteed, knit to fit, of fine, soft, even yarn. Special, 35c, 3 pairs 1.00

GLOVES FOR SATURDAY.

Women's Fine Imported French Kid Gloves, wrist length, glove finish, 2 dome fasteners, silk points on back, oversewn seams and gusset fingers, made from good quality French kid, in black, white, tan, brown, grey, navy and green. Regularly \$1.00. Saturday, pair 75

\$1.50 MITTENS 75c.

Women's Glace Kid Mittens, wool lined, fur top, dome fastener, broken lines in black and brown; sizes 6 to 14. Regularly \$1.50. Saturday 79

Underwear for Women

A Clearing of Vests, heavy ribbed, natural wool, with thread of cotton; high neck, long sleeves, button front, guaranteed unshrinkable. Sizes 32 to 36 bust only, regularly 50c each. Saturday 35

Vests and Drawers, "Velva" make, fine ribbed wool finished cotton, cream color, vests high neck long sleeves, button front, drawers to match, ankle length, both styles. Sizes 32 to 40. Saturday 35

JEWEL AND C. C. A. LA GRACE CORSETS.

Save a third to a half. Both makes are noted for their perfect fitting qualities and stylish appearance. Phone orders filled.

309 pairs Jewel and C. C. a la Grace Corsets, two magnificent models in latest style, white coutil, low or medium bust, extra long skirts, 6 garters, deep lace and ribbon, bust draw cords, rustproof boning. Sizes 18 to 26 inches. Regularly \$2.25 and \$3.00 a pair. Saturday, a pair 1.60

GIRLS' PARTY DRESSES.

Of all-over white embroidery, excellently trimmed with embroidery, insertions and val lace, solid tucked yoke, short kimono sleeves, sizes 6 to 14 years. Regular \$5.00 and \$6.25 each, according to size. Saturday, each 3.25

Toilet Goods

Rogers and Gallet's Carnation and Santal Face Powder, in flesh, white and cream, Saturday 29

Vaseline's Oriental Cold Cream, Saturday 45

Witch Hazel Cream for rough skin and chapped hands, Saturday 17

Dufour's French Toilet Soap, in lilac, rose and violet, regular 15c per cake, Saturday, 3 for 25

Kerkoff's Dier Kiss Perfume, Saturday, per ounce 1.00

Wilbert's Sachet Powder, 1/4 oz. bottles, odors white rose, meadow violet, and Rosemary bouquet, Saturday, per bottle 19

(Phone direct to Toilet Dept.)



For the Comfort of Men

No Two Bites for This Cherry OVERCOATS.

Of very fine English meltons, neat fancy English tweeds and chevionis, single-breasted Chesterfield, with velvet and self collars, ulsters with two-way convertible collar, and some English Raglans. The tailoring is the very finest and only the most suitable linings. Regular \$20.00, \$23.00, \$28.00. Priced for Saturday clearing 12.95

WORSTED TROUSERS.

Some handsomely striped English worsted Trousers, in medium grey shade, well made in good style. Regularly \$2.50 and \$3.00, Saturday 1.75

NAVY BLUE SUITS.

Made from English worsted and chevionis cloths, guaranteed all wool, and the best indigo dye, cut single-breasted, three-button style, very best tailoring and linings. Saturday 18.00

BOYS' SUITS—A UNIQUE VALUE.

American and Canadian made suits, odd lines and sizes, from our regular stock, made

While there are multitudes of extraordinary values almost everywhere in the Store, particularly in the house furnishing sections, yet the most pronounced feature of the season and the day is the newness of an awakening year.

A visit to the Store Saturday will prove of surpassing interest and substantial profit to you.

Where You May Choose Silks to Advantage

Here are some items that fully warrant the reputation held by the Simpson sales section, from the most comprehensive stock of silks in the country.

Black Mousseline Duchesse Satins, the newest fabrics obtainable for the Simpson sales section, from the most deep black and guaranteed skin dyed; will give supreme satisfaction in wear. Regularly \$1.75. 40 inches wide, on sale Saturday, per yard 1.46

Black Duchesse Paillotte and Satin-de-Chene, two silks of unquestionable wearing quality, deep, full black, beautifully dyed and finished, 36 inches wide. Regularly \$1.25, Saturday per yard 95

Duchesse Satin-de-Chene in an extra heavy quality and a big range of shades, such as sky, pink, mauve, Alice, navy, brown, tan, rose, reesia, grey, ivory, etc., excellent for dresses and slips, 36 inches wide. Regularly \$1.50. On Sale Saturday 1.19

Black and English Peau-de-seiche Dress Silks, guaranteed qualities, comes in an enormous range of colors such as sky, pink, Alice, maize, fawn, navy, brown, old rose, myrtle, Copenhagen, wine, red, black and ivory, etc.; also a good range of black and white, white and black, navy and white stripes, black and white, navy and white, brown and white, and checks. Regularly 50c, Saturday, per yard 37

AT 99c—200 pairs Men's, Women's, Boys', Youths' and Misses' Boots, Oxford and Slipper, in patent cloth, dongoila kid, box kid, heavy grain leathers, hand turn, scuffing across, and McKay worn soles. They are sample pairs from the Simpson's Darius Shoe Co. Ltd. in sample sizes only. Reg. value \$2.25. Saturday, slight o'clock 99

AT 99c—200 pairs Women's Boots and Oxford, in all the newest and most popular lasts, patent cloth, Russia tan cats, gun metal, black, brown, and box calf leathers, button and Blucher styles, low heels, dull matt calf, vici kid and cloth tops. Goodness wear, flexible McKay and hand turn soles, in sample and regular sizes, 1 1/2 to 8. Regular value to \$4. Saturday, o'clock 99

AT 99c—200 pairs Children's Boots and Slippers, in patent cloth, tan calf leathers, button, Blucher and straight lace styles in gun metal, velours calf, vici kid, tan calf, patent cloth leathers, Goodness wear, flexible McKay and hand turn soles, in sample and regular sizes, 1 1/2 to 11. Regular values to \$3. Saturday, 8 o'clock 99

AT 99c—200 pairs Children's Boots and Slippers, in patent cloth, tan calf leathers, button, Blucher and straight lace styles in gun metal, velours calf, vici kid, tan calf, patent cloth leathers, Goodness wear, flexible McKay and hand turn soles, in sample and regular sizes, 1 1/2 to 11. Regular values to \$3. Saturday, 8 o'clock 99

Dollar Serges for 63c

These serges are made by "Priestleys," one of the largest and best known makers in the North of England. The Priestleys' stamp on the selvedge is a guarantee of quality and reliability. They come in navy and black only; a good, firm cloth for smart tailored suits, etc. Every yard we guarantee thoroughly shrunken and spot-proof. 52 inches wide. Saturday 63

(Dress Goods Dept., 2nd Floor.)

Men's, Women's, Boys', Youths' and Misses' Boots at 99c Saturday

The entire sample stock of the Blackford Davies Shoe Co. Limited, of Montreal, will be sold Saturday morning at ridiculous prices.

The samples were made to represent the new styles for 1918, in all the popular lasts and more than 300 different styles in every particular.

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Four Strong Items in Linens and Staples

COARSE THREAD WHITE SUITING LINEN, 48c YARD.

An exceptionally wide width too, 52 inches, a delightful all-linen grass bleached, coarse thread linen for summer dresses, only about 250 yards. Regular 75c to 95c yard. Saturday 45

SUPER ENGLISH LONG CLOTH, 9/16 YARD.

This is a new bright finished Long Cloth, for undergarments, very wide, pure needle finish, round thread. Per yard, Saturday 9 1/2

Phone direct to Linen Dept., Second Floor.

DOWN COMFORTERS, ENGLISH MADE, \$4.95 EACH.

70 x 70 inches, for double beds. Reversible Down-filled Comforters, new designs and colorings, in down proof, cambric coverings. A very choice little lot. Saturday, each 4.95

TABLE CLOTHS FOR ONLY \$2.00 EACH.

All pure linen, thoroughly grass bleached, full satin damask, a lot of very fine bordered designs, 2 x 2 1/2 yards, beautiful durable Table Cloths of unequalled value. Saturday, each 2.00

Offerings of the Silver Sale

Never before has such a comprehensive line been shown.

Pickle Cruets, in colonial cut glass patterns, with silver-plated stand, cover and pickle fork, in burnished or satin finish. Regularly \$1.50. Saturday 98

Silver-plated Dessert Sets, consisting of cream jug and sugar bowl, both pieces gold lined, in burnished or satin finish. Regularly \$3.00. Saturday 1.98

Butter Dishes, heavy silver-plated, burnished base, with satin finished cover, knife rest

Milinery at Clearing Figures

OSTRICH BANDS, 36in. long, made from select ostrich leathers, extra wide fibre, in white, sky, pink, maize, and black. Regularly \$2.50. Saturday 2.75

BLACK SATIN HATS, A good quality satin, nicely draped over buckram shapes of close fitting style. Regularly \$3.60. Saturday 1.95

CHILDREN'S MILLINERY, New York styles in Children's Bonnets, about 42 of them, in plush and velvets, having a roll satin facing, in beautiful combination. Regularly \$3.50 and \$4.00. Saturday, 1.00 (These cannot be exchanged.)

SKATING HAT.

Much wanted hats, in velours, plushes, and fancy felts, all close fitting styles. Regularly \$2.00 to \$3.50. Saturday 75

Every Material for Furniture Deftly Used

A display remarkable in both quantity and values will make Saturday a red letter day in the Furniture Section. Quality of materials and honesty of construction enter into every piece, regardless of price.

Dressers, in white enamel, well made, of good design. Regularly \$10. February Furniture Sale 7.50

Dressers, in mahogany finish, good drawer space, and large mirror. Regularly \$20.50. February Furniture Sale 15.00

Dressers, in mahogany, dull finish, mirror, posts are heavily turned, and drawers are trimmed with wood knobs. Regularly \$23.50. February Furniture Sale 17.40

Iron Bedsteads, in fancy scroll design, in pure white enamel finish, in full size only. Regularly \$38.50. February Furniture Sale 6.85

Brass Bedsteads, in bright finish, heavy posts, with upright filling, equally strong. Regularly \$16.80. February Furniture Sale 12.20

Brass Bedsteads, posts are 3 inches in diameter, with heavy filling, evenly distributed. Regularly \$19.50. February Furniture Sale 15.90

Mattresses, well filled with sanitary filling and covered with a good strong ticking. Regularly \$4.10. February Furniture Sale 3.90

Mattresses, filled with pure white cotton, laid in layers, built for comfort, covered with a blue art ticking. Regularly \$7.75. February Furniture Sale 6.80

Sliding Bed Couches—A comfortable couch for day, easily extended to a full size bed for night. Complete with green denim covered mattress. Regular price \$9.00, February Furniture Sale 7.49

Buffets, in quarter-cut oak, golden finish, good cupboard and drawer space with large bevel plate mirror. Regularly \$50.00. February Furniture Sale 22.90

Buffets, in selected quartered oak, finished rich golden. Three separate cupboards, long deep linen drawer and two short cutlery drawers. Regularly \$42.00, February Furniture Sale 31.50

Sideboard, in quarter-cut oak, Mission design and finish, extra large size, well made throughout. Regularly \$79.00, February Furniture Sale 66.50

Dining Chairs, in selected quarter-cut oak, rich golden finish, solid leather, upholstered seats, sets of five small chairs and 1 arm chair. Regularly \$18.75, February Furniture Sale 15.60

Dining Tables, in genuine quartered oak, finished golden pedestal design with round top. Regularly \$28.00, February Furniture Sale 17.90

It Costs Less to Cover Your Floors

at the Simpson Store on Saturday if you can use one of these materials:

Heavy Scotch Printed Linoleums, all perfect goods, and well seasoned, in block, tile, matting and floral effects. Regular 45c and 50c. Sale price 37

English Tapestry Squares, seamless, a good, hard-wearing rug, in two designs only of green chintz colorings:

3 x 3 1/2. Regular \$12.25. Special 9.47

3 x 4. Regular \$14.25. Special 10.67

3 1/2 x 4. Regular \$16.75. Special 12.67

Axminster Rugs, a very hard-wearing and serviceable quality, suitable for parlor or bedroom, show fawn trellis centre and chintz border:

9 ft. x 9 ft. Regular \$19.75. Sale price 16.75

9 ft. x 10 ft. 6 in. Regular \$22.50. Sale price 19.75

9 ft. x 12 ft. Regular \$25.00. Sale price 22.75

11 ft. 3 in. x 12 ft. Regular \$32.50. Sale price 28.75

These and Other Bargains in China

700 pieces Fancy China Ware, comprising Royal Doulton Rail Plates, Flower Vases, Ravissant Art Jardiniere, Nippon Hair Receivers, Bon Bon Dishes, etc. etc. Saturday 25

Hammered Brass Jardiniere, in bright and dull finish. Saturday 2.98

102-piece Dinner Set, in Austrian China. Regularly \$31.00, Saturday 21.50

79 Pieces, Cut Glass Sugar and Cream Sets, Flower Vases, Relish Dishes, Marmalade Pots, etc. Saturday 1.98

HARDWARE

Hand Saw, 18-inch, slightly soiled. Regularly 60c, Saturday 19

Household Spring Balance, Government stamped, weigh up to 25 lbs. Regular 80c value, Saturday 39

Hatchets, for cutting kindling wood. Regularly 60c, Saturday 39

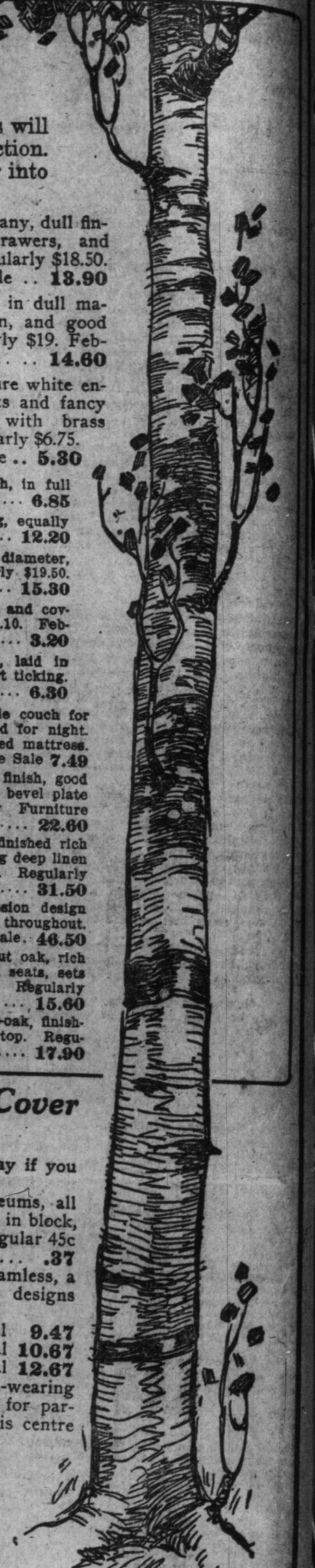
Carpenters' Claw Hammers, bell face. Regularly 45c, Saturday 33

Carpenters' Bench Axes, in 3 sizes—

Size 2, reg. 60c, Saturday 55

Size 3, reg. 75c, Saturday 65

Size 4, reg. 85c, Saturday 75



CUTLERY

Dependable Safety Razors, heavily nickled, with six double-edge blades and a collapsible brush. In leatherette case with adjustable beveled mirror. Saturday 2.99

Table and Dessert Knives, Sheffield steel, celluloid handles, Crown make. Saturday, per doz, \$1.75; each 15c.

Two-piece Carving Sets, French make, black handles, strongly riveted. Regularly 50c. Saturday 39

Butchers' Steels, 8 1/2-inch blade, black handle, with ring. Saturday 25

The Mendelssohn Choir

will sing "The New Life." You can get the score at Simpson's, and be prepared to enjoy the rendering.

This in the Lunch Room

Saturday afternoon 3 to 5.30 o'clock.

Oysters stewed in milk, with Crackers.

TEN CENTS.

The Best Quality in Groceries

200 lbs. Finest Creamery Butter, White Clover brand, per lb. 37c.

Fruit, Raspberries, Strawberries, Cherries, Peaches, Plums and Pears, per tin 18c. California Sunkist Oranges, good size and seedless, per dozen 24c. Canned Corn, 3 tins 25c. Imported French Peas, per tin 11c.

Chow and Walnuts, package 10c. Macoonche's Pickles, Mixed tin 20c. Finest Manilla Olives, 18-oz. bottle 25c. 500 lbs. Fresh Feed Cake, per lb. 15c. Fancy Mixed Biscuits, 2 lbs. 25c. Candy, 500 1-lb. boxes Chocolate and Bon Bons, 30c quality, Simpson's special, per box, 20c.

The SIMPSON Company Limited

Robert Simpson Limited