

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

THE

SIMPSON

COMPANY
LIMITED

—PROBABILITIES.
Strong westerly winds; cold; light
local rains.

THE

SIMPSON

COMPANY,
LIMITEDTHURSDAY
OCT. 14.

Bargain Day in the House of Wide Aisles

The October China Sale Programme for Bargain Day

Hand Painted Nippon China Biscuit Jars, Cake Plates, Celery Trays, Sugars and Creams, Salad Bowls, Regular up to \$3.75. Friday, \$1.49. Footed Sugars and Creams, richly hand decorated with gold. Regular \$3.00 pair. Friday, \$1.19 pair.

Sugars and Creams, Celery Trays, Cups and Saucers, Bon-bons, Biscuit Jars, Hat Pin Holders. Regular up to \$1.50. Friday, 50c.

Footed Hair Receivers and Powder Boxes, in violet, and gold decorations and several pretty decorations in Bon-bon Dishes and Nut Bowls. Regular 50c and 75c. Friday, 25c.

FRENCH LIMOGES DINNER SETS AT OCTOBER SALE PRICES.

Coronet open stock pattern Dinner Sets, containing 102 pieces, pure white china, thin and transparent, decorated with clusters of small pink roses and green foliage, gold stippled handles and edges. Each set contains 12 bread and butter plates, 12 tea plates, 12 soup plates, 12 dinner plates, 12 fruit saucers, 12 tea cups and saucers, 1 meat platter (12 inch), 1 meat platter (14 inch), 1 meat platter (16 inch), 2 vegetable dishes, 1 soup tureen, 1 gravy boat, 2 salt-cells, 1 pickle tray, 1 salad bowl, 1 butter dish. Regular \$36.00. Friday, \$26.90.

CUT GLASS PRICES IN THE OCTOBER SALE.

Large Berry Bowls, deep shape, exquisite cuttings in pearl, gem, and sapphire patterns. Regular \$18.00. Friday, \$10.50.

Large Flower Vase, 12 in. high, richly cut. Regular \$15.00. Friday, \$7.50.

Comports, prettily cut bowl, cut stem and foot. Regular \$9.00. Friday, \$3.00.

Carpet Department Bargains

2,000 yards of Fine Japanese Matting in carpet designs, cotton warp, good colorings. Regular 25c. Friday, per yard, 12c.

Scotch Printed Linoleum, in block, floral, tile, and matting designs. Regular 45c. Friday, per yard, 35c.

English Tapestry Carpet, in new designs and colorings, a very durable quality. Worth 60c. Friday, per yard, 45c.

English Tapestry Room Rugs, new designs, excellent quality. Friday, each, 3 x 3, \$4.98; 3 x 4, \$7.98; 3 1/2 x 4, \$9.98.

Curtain Department Bargains

Oil Opaque Window Shades, mounted on rolling rollers, and finished with lace or insertion. Regular 65c. Friday, each, 35c.

Nottingham Lace Curtains, 3 1/2 yards long. Regular \$1.00. Friday, per pair, 50c.

Bedroom Boxes. Regular \$3.00. Friday, each, \$1.85.

Filled Curtain Net, 25 in. wide. Regular 20c. Friday, yard, 14c.

Cushion Forms, filling of best grade Russian down. Regular 40c. Friday, each, 25c.

Curtain Stretchers. Regular \$1.50. Friday, each, 75c.

Wall Paper

2,500 rolls assorted broken line of Wall Paper. Regular 10c. Friday, 35c.

3,200 rolls regular assorted line Wall Paper, a good hand-laid paper. Regular 25c. Friday, 11c.

1,826 rolls of Parlor and Dining Room Papers, silks and two-tone effects, good lines and colors. Regular 50c. Friday, 25c.

10,000 feet Room Moulding. Regular 12c. Friday, 14c.

Friday Groceries

400 bags Choice Family Flour, 4 bags, 65c.

Choice Valencia Raisins, new fruit, 3 1/2 lbs., 25c.

Amalgam Currants, cleaned, 3 1/2 lbs., 25c.

Finest Featherstrip Coconut, per lb., 15c.

Mixed Peel, orange, lemon and citron, per lb., 15c.

New Orleans Molasses, 2-lb. tin, 10c.

Yellow Cooking Sugar Crystals, 10 1/2 lbs., 30c.

Perfection Baking Powder, 3 tins, 25c.

Bluebell Jelly Powder, assorted flavors, 4 packages 25c.

Choice Rangoon Rice, 7-lb., 25c.

Pearl Tapioca, 5-lb., 25c.

Choice Pink Salmon, per tin, 10c.

Telephone direct to department. Main 7841.

2 1/2 LBS. PURE CELONA TEA, 50c.

A blend of Indian and Ceylon Teas, one tin. Friday, black or mixed, 2 1/2 lbs., 60c.

Ladies' Sweater Coats

Sweater Coats, heavy knit wool, fancy weave, two patent pockets, V neck, stole effect, colors white, grey, navy or red. Sizes 32 to 42 bust measure. Regular value \$2.25. Friday bargain \$1.75.

CHILDREN'S WASH DRESSES.

Clearing all our stock of Girls' Colored Wash Dresses, in fine ginghams, chambrays, linens and prints, also several pretty styles in white dresses, all are from our regular stock and made in our own factories. Sizes 2 to 10 years only. Regular values \$1.25 to \$3.00. Friday bargain 50c.

Warm Underwear

Ladies' Vests, fine ribbed white cotton, high neck, long sleeves, buttoned front, shaped bodice, Peerless Imperfects. Sizes 32 to 40 bust measure. Regular value 50c. Friday bargain 25c.

Ladies' Vests and Drawers, fine ribbed white wool, with thread of cotton, Watson seconds. Vests are high neck, long sleeves, buttoned front, drawers are ankle length to match, in both styles. Sizes 32 to 40 bust measure. Regular value 55c. Friday bargain 35c.

Ladies' Combinations, fine ribbed white cotton, Watson seconds, high neck, long sleeves, buttoned front, ankle length. Sizes 32 to 40 bust measure. Regular value 75c. Friday bargain 45c.

Children's Vests and Drawers, fine ribbed white or natural cotton, high neck, long sleeves, open or closed fronts. Drawers are ankle length to match, in both styles. Sizes 2 to 12 years. Regular value 30c to 40c. Friday bargain 18c.

180 only pairs Ladies' High-grade Corsets, extension skirt all around, double boned, garters, lace and satinette patterns. Regular \$18.00. Friday, \$10.50.

Large Flower Vase, 12 in. high, richly cut. Regular \$15.00. Friday, \$7.50.

Comports, prettily cut bowl, cut stem and foot. Regular \$9.00. Friday, \$3.00.

Aprons for Friday

Maid's Aprons, fine white lawn, bib and bretelles of fine lawn, 36 x 36 inches. Size 36 x 37 inches. Regular value 35c. Friday bargain 25c.

Maid's Aprons of fine lawn, bib and wide bretelles of fine embroidery, ruffle of goods on skirt. Sizes 36 x 36 inches. Regular value 50c. Friday bargain 35c.

Maid's Aprons, fine lawn, fine heavy embroidery, deep hem, fitted over hips. Size 38 x 40 inches. Regular value 75c. Friday bargain 50c.

Princess Overall Aprons, fine blue check gingham, full of goods, lengths 52, 54, 56 inches. Regular value 90c. Friday bargain 65c.

Infants' and Children's Wear

Infants' Short Dresses, fine white nainsook, empire style, embroidery, beading around skirt, lace frills on neck and cuffs, deep hem. Sizes 6 months to 3 years. Regular value \$1.25. Friday bargain 85c.

Infants' Flannelette Slips, fine, soft, white flannelette, lace of tucks and silk lacing, silk laced frills, fancy braid. Regular value 75c. Friday bargain 50c.

Infants' Coats, fine white velvet cord, roll collar and cuffs, are trimmed with white braid, pearl buttons, double breasted, lined with Canton flannel; lengths 22, 24, 26 inches. Regular value \$3.50. Friday bargain \$2.75.

Children's Flannelette Skirts, fine, soft flannelette, fancy stripe, frill of goods, silk shell stitched; sizes for 6 to 14 years. Regular value 55c to 60c. Friday bargain 35c.

Children's Pyjamas, fine, soft flannelette, fancy stripe, frill of goods, silk shell stitched; sizes for 6 to 14 years. Regular value \$1.75. Friday bargain \$1.25.

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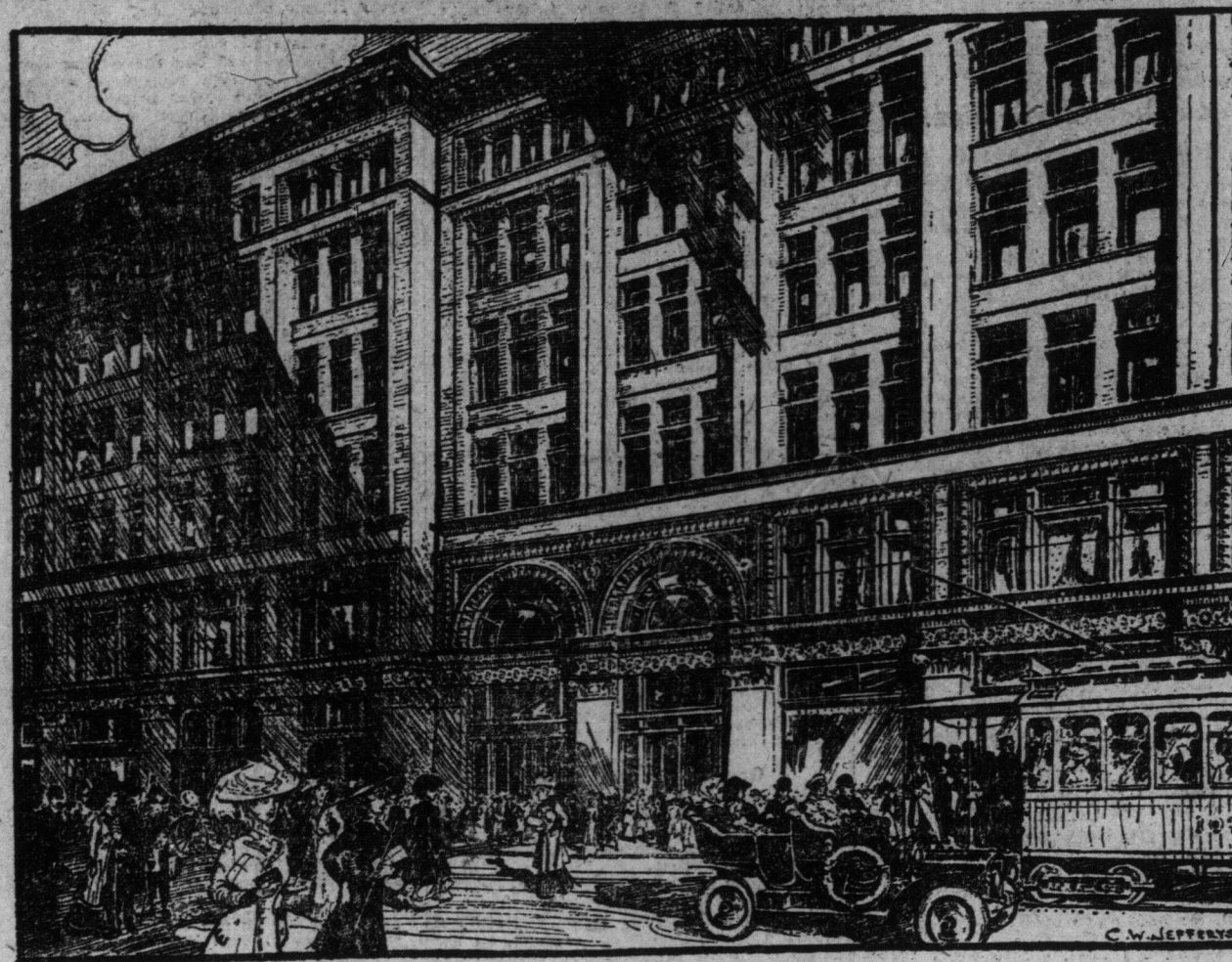
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Cloak Department

35 Ladies' and Misses' Suits of invisible stripe French Venetian, English serge, imported Panama; in the lot are black, navy, brown, grey and green; also worsteds in checks or stripes.

Strappings and buttons. Regular \$12.00, \$18.00 and \$22.50. Friday, \$7.50.

57 only Ladies' Dresses, in princess, empire and princess jumper styles; Panama, French Venetian, cashmere, serge, and lustre, black, navy, taupe, green, brown and cream.

Trimnings, satin folds, small buttons, braid or lace. Regularly selling at \$12.95, \$15.00, \$17.50, \$20.00, and a few \$25.00. Friday, \$8.95.

47 only, tweeds in grey and in overcheck effects of brown tones; frieze and beaver cloths; full and three-quarter lengths; some with heading, fitted backs; some with velvet collars and cuffs; trimmed with self or satin strapings; some with heading. Sizes 36 to 40 inches. Regular \$20.00, \$25.00, and \$30.00 values. Friday, \$7.50.

Broken sizes and oddments of our best selling numbers; cheviot, serge, diagonal, serge, striped, worsteds, chiffrons, turned back, cuffs, variety of fashions, either satin or self strapings, folds or buttons.

Black, navy, green, and brown in the lot.

Regular \$12.00, \$10.50, \$10.00, \$9.50, \$9.00, \$7.50, \$7.00, and \$5.00. Friday, \$2.95.

Of crash, in natural shade, Scotch gingham in navy, red or pink checks, also of white lawns; some trimmed with white plume, others with tucks and embroidery around skirt. Sizes 10, 12, and 14 years. Regular \$1.49. Friday, 95c.

Imported cheviot serge, in navy, cardinal, green, or grey, double breasted style, velvet collars, turned back, cuffs, trimmed with novelty buttons and braid. Sizes 10, 12, and 14 years. Regular selling price, \$4.75. Friday, \$2.49.

200, fancy stripes, made with deep 3-ply velvet, lined with deep 3-ply velvet, colors, taupe with mauve, navy with Alice, plum with green, brown with rose. Regular \$1.25. Friday, 75c.

Women's Kimonos, Gowns, of eiderdown flannelette, yoke is lined with self, sleeves, front and cuffs, trimmed with wool albatross, in harmonizing shades, all sizes in the lot. Regular \$2.50. Friday, \$1.95.

Working Gloves, women's and men's, for furnace, or any kind of work, heavy weight canvas, perfect shape and fit, all sizes. Genuine bargain. Friday, per pair, 35c.

Women's Plain Black Cashmere Gloves, best finish, fine, close, fleece lining, two dome fasteners, wrist, 5 1/2 to 8. Friday, 10c.

FOR MEN. Men's United Genuine Buckskin. Full-over Mitts, working mitt, with no end of wear, well made and shaped, sizes for any hands, 15 dozen only. Friday 10c.

Men's Cashmere Hose, plain black, good weight, no seams in feet, good wearing yarn, double heel and toe, English sample lot. Friday bargain 15c.

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Store opens at 8 a.m.
Closes at 5.30 p.m.

October Sale of China and Glass — Basement.

Autumn array of Simpson Millinery, Second Floor, Richmond Street.

Fall exposition of Costume Fashions — Third Floor.

Magnificent new stock of Furniture — Newly arranged Furniture Department, Fourth Floor.

Orchestra plays in the new Lunch Room from 12 till 2.

Use a transfer card when you have much shopping to do. It saves waiting for change, and your parcels are all delivered together as one order.

Now, Friday is Bargain Day—don't forget to come early.

Gloves and Hosiery

Women's Plain and Ribbed Cashmere Hose. Friday 25c.

Women's Sample Lot of Ribbed Cashmere, plain, in colors, soft elastic English yarn, spliced heel and toe, 35c and 40c grades. Friday 25c.

Women's Warm Fleece Lined Black Cotton Hose, seamless, fine, even thread, close finish, 2-ply heel and toe. Rush out price, Friday, 12 1/2c.

Children's Plain Black Cashmere Stockings, medium weight, 5 dozen, 5-12 to 8-12. Special price, Friday, per pair, 17c.

Women's and Boys' Heavy Ribbed Cashmere Hose, full weight. Price for Friday, per pair, 25c.

"Little Darling." Pure Lamb's Wool Fine 1-1 Rib Colored Cashmere Stockings, for baby, silk heel and toe, mending card with each pair, tan, sky, pink, cream, red, black, 4 to 7. Price and quality equal. Friday 25c.

Working Gloves, women's and men's, for furnace, or any kind of work, heavy weight canvas, perfect shape and fit, all sizes. Genuine bargain. Friday, per pair, 35c.