

The **SIMPSON** Company Limited

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROBS. - Generally fair; stationary or a little lower temperature.

The **SIMPSON** Company Limited

THE MONTH OF WHITE AT THE SIMPSON STORE

A Brilliant Saturday Programme in the Lingerie Dept., 3rd Floor

If there were no other sales of lingerie in progress now, the virtues of the garments we're selling here wouldn't have the same chance to shine out as the best in town. The more you compare values, the more we are pleased, and all the more of this excellent whitewear will be distributed, to enhance our present reputation.

- Corset Covers, fitted style, a very dainty style, trimmed with ribbon run, shaped embroidery yoke, and narrow lace frills, tucked back, full front, sizes 32 to 44, bust measure. Regular price 55c each. Saturday sale price, 43c.
- Corset Covers, Dorothy style, fine nainsook, deep lace insertion and ruffle run with silk ribbon around neck, lace on arms, draw tape at waist, sizes 32 to 42 bust measure. Saturday Sale price 25c.
- Corset Covers, fitted style, fine cotton, neck and arms trimmed with narrow fine embroidery, 8-pearl buttons down front, sizes 32 to 44 bust measure. Regular value 50c each. Saturday Sale price, 35c.
- Nightdresses, fine nainsook, a beautiful high neck, long sleeve style, front trimmed to just above waist with 6 rows extra fine embroidery insertion and 6 clusters of tucks, neck front and cuffs trimmed with fine embroidery ruffle, lengths 58, 58, 60 inches, for 32 to 42 bust. Regular price \$2.95 each. Saturday Sale price \$1.83.
- Nightdresses, fine nainsook, a dainty slipover style with 3/4 sleeves, neck finished with fine lace insertion, ribbon run, beading and frill of lace, sleeves trimmed with lace, lengths 58, 58, 60 inches. Regular price \$1.00 each. Saturday Sale price 75c.
- Nightdresses (no phone orders), fine cotton, Mother Hubbard style, yoke trimmed with four rows heavy lace insertion and 10 tucks, neck and cuffs frill trimmed, pearl buttons, lengths 56, 58, 60 inches. Regular sale price 50c each. Saturday, 300 to go at, each 35c.
- Isabella Drawers, fine nainsook, no gathers at waist or on hips, wide bell flounces, with tucks, lengths 23, 25, 27 inches, in both styles. Regular price 50c each. Saturday Sale price 35c.
- Drawers, fine cotton, umbrella style, deep ruffles of fine embroidery, cluster of small tucks, sizes 23, 25, 27 inches, open or closed styles. Regular price 63c pair. Saturday Sale price, 50c.
- Aprons for Maids, extra fine heavy lawn, large size, skirt trimmed with hemstitched tucks and deep hem, bib and bretelles finished with hemstitched tucks and hems, wide wash. Regular price \$1.00 each. Saturday Sale price 63c.
- Nurses or Maids Pure White Linen Aprons, plain, large bib and plain shoulder straps, sashes 6 inches wide. Skirt has nine 1/2-inch tucks and deep hem, size 39 x 45 inches. Regular price \$2.25 each. Saturday Sale price 95c.
- Petticoats, fine cotton, 13-inch flounce of lawn, cluster of tucks and deep ruffle of fine embroidery, lengths 36, 38, 40, 42 inches. Regular value \$1.63 each. Saturday Sale price \$1.25.
- Petticoats, fine cotton, 15-inch flounce of fine embroidery and row of insertion, dust ruffle of lawn, size 36 to 42 inches. Regular price \$2.00 each. Saturday Sale price \$1.43.
- Corsets, a beautiful stylish model in fine white coutil, Crompton make, medium bust, extra long skirt, finest rustproof boring, 4 wide strong side steels, 4 garters, deep lace run with ribbon, sizes 18 to 36 and extra sizes 27 to 36 inches for stout figures. Regular price \$1.50 a pair, Saturday Sale price, pair \$1.00.

Lingerie Dresses

A fashionable one-piece Lingerie Dress, in white only, waist has semi-low, square-cut neck, front and back of waist trimmed with lace insertion, 3/4 sleeves, and belt trimmed to match, the skirt has graceful lines, with combination of all-over embroidery and lace insertion, and finished at bottom of skirt with deep band of embroidery. Special value, \$13.00.

LINGERIE DRESSES.

One-piece dresses suitable for misses and women who wear misses' sizes, is made of French mull in white only, has the new kimono waist and sleeves, rounded yoke of fine lace insertion, with belt to match, skirt fits neatly over hips, and has deep flounce of lace insertion and fine pin tucking. Sizes are 14, 16 and 18 years. Saturday, \$6.50.

Desirable Waists

100 lovely new waists, of fine sheer lawn, several dainty styles, pretty lace yoke and collar, fronts of all-over Swiss embroidery, clusters of pin tucking, fastens in the back, and finished with tucking, lace, trimmed sleeves, 3/4 or full length, sizes 34 to 42. Regular 2.00, Saturday, \$1.25.

A new arrival of our famous Irish Linen Shirtrwaists, several styles to choose from, all are strictly man-tailored, every thread pure linen, all are beautifully laundered, ready to wear. Sizes 32 to 42. Saturday, \$1.95.

\$5.00 BLACK NET WAISTS, SATURDAY, \$2.95.

200 splendid waists of lovely black Brussels net, made in two very effective styles, fine lace yoke and collar, also fronts of rich, heavy silk embroidery in raised designs, new 3/4 kimono sleeve or full length sleeves, finished with lovely guipure lace edging. Sizes 32 to 42. Regular \$5.00 value. Saturday, \$2.95.

Winter Coats for Women and Girls

Clearance of 70 Girls' Warm Winter Coats of good weight, chevrot serges, fine serge, in navy, rose, grey, blues and brown, and of myrtle frize, also of tweeds in medium grey tones, saque or semi-fitted backs, trimmed with braids and buttons; sizes in the lot are 6 to 14 years. Sold regularly at prices ranging from \$5.00 to \$8.00. Saturday price \$3.25.

43 Girls' Serviceable Coats, of a splendid winter weight chevrot serges, in navy, brown, cardinal and grey, made in smart styles, have high turn-over collar trimmed with braid or velvet in contrasting shade; sizes in the lot are 4 to 12 years. Regularly sold at \$7.50 and \$8.50. Saturday \$4.95.

A very special lot of Women's Coats go on sale to-morrow morning, made of materials which are suitable for either winter or early spring wear, they are medium weight, imported beaver cloth and a light weight broadcloth; the colors in the lot are navy, brown, green and black, semi-fitting styles with either high turn-over collar or else with mannish collar and lapels, trimmed with buttons, silk or braid, sold regularly at \$15.75. Special for Saturday selling \$11.75.

Women's Furs Worth One-third More

Orenberg Mink Marmot Furs at 1/4 off regular prices, commencing Saturday morning. Dozens of different styles to select from.

- \$15.00 Stoles and Scarfs for \$11.25.
- \$12.00 Stoles and Scarfs for \$8.00.
- \$9.00 Stoles and Scarfs for \$6.75.
- \$6.00 Stoles and Scarfs for \$4.50.
- Muffs in all the newest shapes.
- \$13.50 Muffs for \$10.00.
- \$12.00 Muffs for \$9.00.
- \$9.00 Muffs for \$6.75.
- \$6.00 Muffs for \$4.50.

Anticipate the Joy of Living by Preparing Now for Spring

This great January Sale is a joyful affair all through the store. It brings out early shipments of merchandise meant for spring at the most persuasive prices, and so discounts our discontent with the long winter.

Here on the second floor, look how the spirit of spring is coaxing you:

In the Wash Goods Department—2nd Floor

Indian Head, the favorite suiting for spring and summer wear, 36 inches wide; regularly 20c for 15c; regularly 15c for 10c.

Mercedized Vestings, 27 inches wide, a big range of pretty designs, small figures and fancy stripes, these make lovely waists and will wash and retain their lustre after repeated washings. Regular value, 19c. Special, 11c.

Silk striped vofes, 28 inches wide, on a beautiful range of colors, pink, green, mauve, sky navy, etc. Regular value, 65c, for 39c.

Lot of remnants, printed muslins, mulls, etc. Regularly up to 23c a yard, for 7c.

Printed Crepes for Kimonos, Dressing Gowns and Jackets, some very grand designs, suitable for fancy dressers. Regularly 25c, for 17c.

German velours, beautiful dark checks, suitable for men's dressing jackets, dressing gowns, etc. 2 1/2 inches wide. Regularly 35c, for 23c.

In the Silk Department—2nd Floor

In black ivory, pale blue, shell and coral pinks.

These are the most fashionable silks of today. A shipment to hand direct from the world's best makers of those rich satin duchesse mousselines, rich soft draping silks, so much in vogue at the present time.

148 Rich Duchesse Mousseline. This black silk is of sterling quality and genuine worth, pure silk and unfading black, 40 inches wide. Saturday's price, \$1.48.

FASHIONABLE SHADES IN DUCHESSE MOUSSELINE.

Such as greys, blues, navy, browns, green, violet, rose, oyster, steel, amethyst, pink, ivory and black, 35 inches wide, \$1.50; 40 inches wide, \$2.00; 40 inches wide, \$2.50.

A special shipment of 500 yard Ivory Duchesse Mousseline. This is now the chief fabric for wedding and evening wear; rich, soft, draping fabrics in the most exquisite finish and quality. Saturday's price, \$1.34, 36 inches wide.

In the Dress Goods Department—2nd Floor

New Spring Black Dress Goods and Suitings, new silk striped taffetas, plain and shadow stripe poplins, San Toys, French all-wool volles, Panamas, Henriettas, English worsteds, West of England serges, Armures, Card-de-Chenes, etc. etc. All pure wool qualities, Simpson quality guaranteed permanent dye and finish, 42 to 48 inches wide. Saturday, special, 63c.

An extra special buying opportunity for early Saturday morning shoppers.

In the Linen Department—2nd Floor

ALLOVER LACE SCARFS 39c EACH. Fine Nottingham Lace Dresser Scarfs, scalloped all around, 18 x 54 inches. Splendid designs, clearing upstairs in Linen Department, each, Saturday, 39c.

ALL LINEN SATIN DAMASK TABLE CLOTHS, \$1.19 EACH.

Bleached pure white, newest bordered designs, good weight and even fine weave, about 2 x 2 1/2 yards, 150 to clear. Regular \$1.60 and \$1.75 each. Saturday, \$1.19.

PURE LINEN HUCK BEDROOM TOWELS, 3 PAIRS FOR 95c.

Good heavy, bleached, perfect absorbent towels, made from pure flax, 19 x 33 and 20 x 40 inches. A few fringed but mostly trimmed, assorted borders, 50 dozen, 200 pairs. Saturday, 3 pairs for 95c.

FINE WHITE UNDERWEAR CAMBRIC CLOTHS, \$1.19 YARD.

38 inches wide, a beautiful fine Cambric Nainsook, especially made for fine underwear, pure finish, 600 yards at, per yard, cotton counter, Saturday, 14c.

HEAVY HEMMED SHEETS, \$1.29 PAIR.

2 x 2 1/2 yards for double beds, made from strong, heavy, full bleached, plain or twilled, English sheetings, standard lines, 180 pairs to sell at Saturday, pair, \$1.29.

OXFORD SHIRTINGS, NEW DESIGNS, 19c YARD.

English Oxford Shirtings, a good sturdy yet fine shirting for men's shirts, boys' blouses, etc., pretty stripes in light, medium and dark colorings, warranted fast colors, about 600 yards to offer at, per yard, Saturday, 19c.

(Phone direct to Linen Dept.)

Black Ribbon, Last Day at 15c Yard

Do You Need it? These 6-inch Black Taffeta Ribbons, that sell regularly for 25c and 30c per yard, will be sold at 15c on Saturday; this is the last day for them at this price; they will be all cleared; French manufacture, and of pure silk, and best black. Saturday, per yard 15c.

January is the big month for Wash Ribbon. We have an excellent quality, done up in 6-yard bunches, 1/4-inch width, 6 yards for 17c; 3/8-inch width, 6 yards for 23c; 1/2-inch width, 6 yards for 28c. Colors are white, pink, sky, turquoise and mauve.

Look! Ding-a-ling Hats \$1.00

50 only Ding-a-ling Hats, in white and navy only; the qualities are Hatie plush and velvets. Regular prices \$2.25 and \$3.00; Saturday 1.00

Trimmed Beavers, in black, with drapes of black silk or velvet, finished with extra large colored roses and foliage, held in place by fancy brilliant or jet buckles. Saturday we will sell 22 only at half the price, half the work charge for trimming. Saturday 4.50

16 only extra large pure white Beavers, long silky fur; they come in two styles only; large rolling brim, a flat shape. Regular price \$7.75, \$8.25. Saturday 4.98

Women's Boots \$5 Value at \$1.95

700 pairs Women's Boots, travellers' samples, to fit the woman who wears sizes 2 1/2, 3, 3 1/2 and 4, patent colt, vici kid, gunmetal, suede and tan calf-leathers, Blucher, lace and button styles; all are high grade custom styles. Regular prices \$3.00 to \$5.00. Saturday \$1.95.

SEE PAGE 2 FOR A SPECIAL SALE OF MEN'S BOOTS

The **SIMPSON** Company Limited

A Great Opportunity for Men to Clothe Themselves Well at Small Cost

We are preparing for stock-taking in this department, and are clearing out odd sizes and broken lines of high-grade Suits and Overcoats.

SUPERIOR FURLINED COATS.

14 only, Men's Furlined Coats, custom made, black beaver cloth shells, best tailoring and trimmings, lined body and sleeves with choice Canadian muskrat skins with Canadian otter collars. Regular \$65.00, Saturday \$47.50.

MEN'S FIRST GRADE SUITS.

Made from extra quality Imported West of England Fancy Worsted and Scotch Tweed Suitings, in this season's newest shades and patterns, including medium and dark grey, brown, and greenish tones, with neat soft and fancy three-button, cut from the latest American models in 3-button single-breasted sack style, tailored equal to custom work, and finished with A1 quality linings and trimmings. Perfect fitting suits, size 36 to 44. Regular up to \$24. To clear Saturday at \$14.95.

MEN'S FUR COLLAR WINTER OVERCOATS. REGULAR \$15.00 TO CLEAR SATURDAY AT \$12.95.

The shell is made from a fine quality Imported English Beaver Cloth, in a rich dark brown shade, lined with Italian cloth quilted and padded, also interlined to be low the waist line with rubber sheeting, making a very warm and stormproof coat, cut in the latest double-breasted style with deep shawl collar, of German otter closely and evenly furrowed, Mohair covered Barrel buttons and loops, excellently tailored in every way. Sizes 36 to 44. To clear Saturday at \$12.95.

MEN'S SHEEPSKIN LINED CORDUROY COATS. REGULAR \$7.50 AND \$8.00, TO CLEAR SATURDAY AT \$5.95.

Men's Soft Velvet Finished Corduroy Working Coats, in a rich dark brown shade, lined throughout with prime sheepskin thoroughly tanned and cleared, cut single-breasted style with fly front, and deep natural wallaby fur collar, pockets reinforced with leather and leather shields in armpits, clasp fasteners, sizes 36 to 48. To clear Saturday at \$5.95.

BOYS' COLLEGE ULSTERS. REGULAR \$6.50, \$7.00, \$8.00 AND \$9.00, TO CLEAR SATURDAY AT \$5.95.

Boys' Heavyweight Fancy Tweed Ulsters, in dark brown, gray and black grounds, with neat self and fancy colored stripes, cut in the popular single and double-breasted styles with neat military or convertible collars, lined throughout with best quality twilled mohair linings, sizes 27 to 34. To clear Saturday at \$5.95.

Well Known Lines of Underwear

REGULAR TO \$3.50, SATURDAY \$1.49.

One thousand garments of Men's Best Quality Underwear, "Wolsey" brand. Three different weights, medium, heavy and extra heavy, "Britannia" double breast and back and double breast only, "Body Guard" in two heavy weights, "Stralian" pure white cashmere in heaviest weight, not all sizes in any one line, but in the lot there are sizes 34 to 46. Saturday, \$1.49 a garment.

See display in windows Friday. No phone or mail orders filled.

A Few Sweaters

35 only, Men's Heaviest Weight Sweater Coats, each coat weighs two and a quarter lbs., they are made with extra high double knitted collar and cuffs, fancy knitted fronts, good variety of colors to choose from. These are easily worth \$5.00, Saturday to clear, \$3.95.

Correct Hats

Men's Derby Hats, extra fine quality English fur felt, balances of lines and sample lots, up-to-date shapes, mostly black, a few colors in brown and fawn. Regular \$2.00 and \$2.50, Saturday, \$1.00.

Women's Kid Gloves

Saturday is Last Day of Sale—20% Off

Real French Kid Gloves, black, white and colors, wrist length, Regular 75c, Saturday pair 60c

Elite Selected Skins, wrist length, Regular \$1.00, Saturday 80c

La Rive, extra quality, wrist length, Regular \$1.25, Saturday, pair \$1.00

Monopol, finest quality, wrist length, Regular \$1.50, Saturday, pair \$1.20

Tan Cape Leathers, wrist length, street glove, Regular \$1.00, Saturday 80c

Cape Suede, undressed, Regular \$1.50, Saturday \$1.20

Cape Suede, undressed silk lined, Regular \$1.75, Saturday \$1.40

8-Button Glace Long Gloves, \$1.75, Saturday \$1.40

12-Button Glace Long Gloves, \$2.00, Saturday \$1.60

Women's Cashmere Gloves, back, grey, brown, 3-dome fasteners, Regular 50c, Saturday 40c

Saturday Basement Bargains

SKATES. Boker's Single End Hockey Skates, well tempered steel blade, strongly braced, sizes 7 to 9 1/2. Saturday, pair, 75c.

Hockey Pucks, regulation size; regular 25c. Saturday, 15c.

Skate Straps, 16c line. Saturday, per pair, 10c.

BROOMS.

One hundred and fifty 4 string brooms, a 40 cent broom, Saturday, 25c.

GRANITWARE.

Five hundred pieces of imported Granitware, lot consists of dishpans, stove pots, covered stew pots and water pails, also white serving trays, following sizes:—14 x 18, 15 x 20, 16 x 22, 18 x 24. Regular values up to \$1.25. Saturday, 49c.

CARVERS.

One hundred and fifty Victor Carving Sets, 3-piece, fine tempered steel blade, 8 in. long, imitation ebony handle, a \$1.00 set. Saturday, 75c.

GROCERIES

2,000 lbs. fresh Creamery Butter, white clover brand, per lb. 30c; Leaf Sugar, 4 lbs. 25c; Toasted Cornflakes, 3 packages, 25c; Canned Fruit, raspberries, strawberries, peaches, plums, pears and pineapple, quart jar. 25c; one case fancy California Sun-kist Oranges, good size, sweet and seedless, per dozen, 25c; Walter's Baker's Cocoa, Cocoa, half lb. tin, 25c; rich red Salmon Nimpkish, per tin, 16c; Clarke's Pork and Beans, in chili sauce, large tin, 10c; Imported French Peas, per tin, 12c; Aylmer Honey Dew Corn, per tin, 10c; pure White Comb Honey, per section, 24c; 300 lbs. Fresh Peel Cake, regular 20c, per lb. 15c.



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