

1898---TWENTY-FIRST ANNIVERSARY, COMING OF AGE YEAR---1919

Store Opens at
8.30 a.m.**SIMPSON'S FRIDAY BARGAINS**Store Closes at
5.30 p.m.**Women's Coats--Half**

\$50.00 Coats	\$75.00 Coats	\$85.00 Coats
at	at	at
\$25.00	\$37.50	\$42.50

\$100.00 Coats	\$115.00 Coats	\$125.00 Coats
at	at	at
\$50.00	\$57.50	\$62.50

Final Clearance High-Class Models

The smartest of winter models in rich pom-poms, velvets, bolivias, silvertones and silk velvets. Many handsomely fur trimmed--others novelty tailored, in stunning styles, and self trimmed. Colors reindeer, brown, taupe and navy. No exchanges, no refunds, no C.O.D.'s.

Women's \$15.00 to \$18.50 Coats

8.30 a.m. special. Assorted styles in boucle and blanket cloths, zibelines and fancy weaves. Plain or plush trimmed. No exchanges, no refunds, no C.O.D.'s. Rush sale price today \$8.50.

Women's Dresses, Clearing \$11.95

A wonderful assortment--85 dresses in satins, taffetas, poplins or serge. Dozens of chic tailored and dressy styles from regular stock, with the addition of several new samples. Assorted shades. No exchanges, no refunds, no C.O.D.'s. Sharply reduced for quick clearing today, \$11.95.

Misses' Frocks \$17.50

60 Dresses--in a variety of chic styles. Braid, button and embroidery trimmed. Dainty over-collars and cuffs. No exchanges, no refunds, no C.O.D.'s. Regular \$25.00 models. Rush sale price, today, \$17.50.

Misses' Silk Poplin Dresses, \$8.95

Smart styles, with embroidered and button trimmed bodices, and straight skirts. No exchanges, no refunds, no C.O.D.'s. Today, special, \$8.95.

Misses' \$12.75 Satin Skirts, \$7.95

Plain and striped satins, with broad novelty girdles and new button trimming. Predominating shades, navy, black, brown and green. No exchanges, no refunds, no C.O.D.'s. Extra value, today, \$7.95.

Misses' Cosy Winter Coats, \$18.75

A special purchase of 75 coats, in tweeds, baby lamb and chevrons. Many fancy-lined throughout--others half lined. Smart convertible collar, novelty pockets and belts. No exchanges, no refunds, no C.O.D.'s. A real Friday bargain at \$18.75.

Simpson's--Third Floor.

Lingerie Waists \$1.48

Immense values in white voile waists. Many fetching styles, featuring pin tucking, embroidery, collarless neck lines, and deep roll collars. Regular values \$1.95 to \$2.95. Today \$1.48.

Crepe de Chine Waists, \$2.95

Sale price does not cover cost of material. Rich white crepe de chine, with various brilliant or subdued colored candy stripes. Plain tailored style, with large round collar. Sizes 34 to 44. \$5.00 value. Today \$2.95.

Simpson's--Third Floor.

Infants' Winter Coats \$1.95

Regularly \$3.50 to \$4.75.

Manufacturers' overmakes in a rush clearance. Chin-chillas, bearcloths, velvet cords and clipped lambcloths, all snugly lined. White or cream, and sizes to one year only in the lot. No phone or mail orders. Extra value, today, \$1.95.

Girls' Flannelette Underskirts with attached white cotton waist in 6 to 10 year sizes. Banded waist in 12 to 16 year sizes. Regularly \$1.25. Today 75c.

Infants' White Wool Jackets, with dainty collars and silk ribbon ties. Pink or blue trimmings. Regularly \$2.00. Friday bargain, 98c.

Girls' Winter Weight Combinations, made of white combed cotton. High neck, long sleeves, ankle length drawers. Sizes 6 to 12 years. Today, special, \$1.19.

Infants' Wool Booties, in white, pink or blue. Half knee length. Regularly 50c. Today 29c.

Children's Heavy Wool Toggles, knit double, and warmly brushed. Deep face revers, and wool pom-pom on top. Colors, rose, sage, light brown, scarlet, dark brown, white, silver grey and sage with white. Sizes 2 to 8 years. Regularly \$1.25. Today 75c.

Simpson's--Third Floor.

Notions

Children's Combined Waist and Hose Supporters, all sizes. Today 29c.

Three Cards of Mending Wool and Stocking Darning. Today, 8c.

White Featherstitch Finishing Braid. Today, yard, 3c.

White Twill Tape, 1/2 inch wide, 12 yards to roll. Today, roll, 8c.

Black Mohair Boot Laces, 26 inches long. Today, 6 pairs for 14c.

Simpson's--Main Floor.

Ribbons

Black Duchess Satin Ribbon--300 yards of 1 1/2 inches wide. Regularly 75c. Today, yard, 50c.

Taffeta Silk Ribbons--50 pieces extra heavy quality, 5 inches wide. All shades. Light and dark--also white. Today, yard, 60c.

Wash Ribbons--3,000 pieces. Bunched, 2 1/2 and 3 yards. Shades: sky, pink, helio and white. Today, bunch, 22c.

Assorted Ribbons--400 yards Dresdens, self spot-taffetas, two-tone checks and fancy stripes, 5 inches wide. Today, yard, 65c.

Simpson's--Main Floor.

Jewelry

\$1.50 to \$2.00 Earrings, 95c--Great pre-inventory clearance of novelty earrings--plain or fancy, stud or drop styles. White or iridescent pearl, black, sapphires, emerald, ruby-turquoise, coral, jade, amethyst, amber and brilliant stone set. Also amethyst and Oriental colorings in hoop style. Regularly \$1.50 to \$2.50. Today, pair, 95c.

Men's Gold-Filled Wadsworth Chains. Regularly \$1.50. Today 95c.

Men's Silk Ribbon Fobs with charm. Regularly \$3.00. Today, \$1.95.

Rose Bead Necklets, boxed. Today, special, 29c.

Simpson's--Street Floor.

Dress Goods

Black Silk and Wool Eolienne, from regular high-grade stock, 40 and 42 in. wide. About half today's wholesale cost. Today, yard, \$1.25.

Shepherd Check Special--Another big purchase of high-grade wool veft shepherd check, 40 inches wide. Values \$1.00 and \$1.25. Today, yard, 60c.

Black Silk Seals, deep pile, shower-proofed. Regular \$3.50. Today, yard, \$6.95.

Silk and Wool Poplins, lovely shades for evening and street dresses, 40 inches wide. Today, yard, \$1.95.

Simpson's--Second Floor.

Silks

Shantung Silks, Black Silks, Crepe de Chine, Fancy Silks and Jap Silks.

Japanese Shantung-Pongee Silks, specially selected qualities. Regularly \$1.10 to \$1.25. Today, yard, 85c.

Black Satin Paillettes and Silk Taffetas. Regularly \$2.24. Today, yard, \$1.98.

All-Silk Crepe de Chine in Japanese, French and Swiss weaves. Dozens of evening shades and ivory. Regularly \$1.95. Today, yard, \$1.59.

Fancy Silks, in exclusive designs, for separate skirts, blouses, checks and stripes. Regularly \$2.95. Today, yard, \$2.44.

Pink and Ivory Habutai Silks. Regularly \$1.10 for 56c yard; regularly \$1.25 for \$1.10 yard.

Simpson's--Second Floor.

Wash Goods

White Lawn Mill Ends, lengths of 1 to 5 yards, 36 and 40 inches wide. Today, bargain, yard 12 1/2c.

Cotton Diaper, antiseptic and absorbent, 26 inches wide, 10 yards to a piece. Today, piece \$2.47.

36-inch Beach Cloth, in white, natural and reseda green. Regularly 75c. Marvellous value. Today, yard 39c.

White Snowflake Voles, 36 inches wide. Regularly 50c. Today, yard, 35c.

Printed Plaid Suitings, red and black, brown and black, and black and white, 36 inches wide. Regularly 50c. Today, yard, 39c.

Woven Shepherd Checks--We could not duplicate at the sale price; but colors, 36 inches wide. Regularly 50c. Today, yard 39c.

Simpson's--Second Floor.

Women's Small Boots

\$1.85 a Pair

No Phone, Mail or C.O.D. Orders on Sale Footwear.

Sizes 2 1/2, 3, 3 1/2, 4 and 4 1/2 only. Button an' lace, in patent colt, gunmetal and black kid. Today, 8.30 a.m., \$1.85.

Women's Stylish Boots, \$3.95--Button and lace styles, in brown, grey and black kid, also gunmetal, patent colt and combination leathers, 9-inch colored kid, cloth and black calf uppers. Sizes 2 1/2 to 7. Today, \$3.95.

Men's Goodyear Welt Boots, \$4.95--Patent leather and box calf, blucher and button styles. All sizes, today, \$4.95.

Men's Work Boots, Special, \$2.49--300 pairs of blucher boots, box kip and gunmetal leathers. Sizes 6 to 10. Today, pair, \$2.49.

Men's Hockey Boots--Regulation style, all black Boston calf, medium soles. Sizes 6 to 10. Today, \$1.99.

Boys' Havana Brown Boots, \$3.25--Havana brown, veal calf, leather, blucher cut, military heel. Sizes 1 to 5 1/2. Today, \$3.25.

Girls' Kid Boots, \$2.69--Made of all kid leather, solid all through, medium weight McKay sewn soles, and low heels. Sizes 4 to 7 1/2, \$1.99; 8 to 10 1/2, \$2.39, and 11 to 2, \$2.69.

Simpson's--Second Floor.

Millinery \$3.95 and \$4.50

So smart for between-season wear--these chic-fitting little hats of fine quality Skinner's satin. Some gain a spring-like touch from trimmings and edges of rough straw or Lisere--others are all satin. Colors black, brown, navy, taupe and dust. Extraordinary value, today, \$3.95 and \$4.50.

Clearing Trimmed Velvet Hats, \$2.95--50 only, in a large assortment of shapes and styles. Trimmed with ostrich and mounts. Mostly black, with a few colors. Regularly up to \$6.50. Today \$2.95.

Feather Mounts, 29c--A large variety of fancy feather mounts in the best colors.

Simpson's--Second Floor.

Homefurnishing Specials

22-in. Stair Carpet at 59c yard--Two different grades. Reversible. In good colors. Regularly 70c and 85c yard. Today, bargain, 59c yard.

Cocoa Mats, 98c each--Heavy quality brush--strongly made. Size 14 in. x 24 in. Today, 98c each.

Oilcloth Rugs at \$4.75--For kitchen or bedroom--good quality and well glazed. Size 4 ft. 6 in. x 7 ft. 6 in., at \$4.75 each.

Felt Base Oilcloth, 59c sq. yd.--3,000 yards well seasoned, heavy quality Felt Base Oilcloth, good assortment of designs, in block, floral and wood patterns, 59c per sq. yd.

Simpson's--Fourth Floor.

Curtain Materials Half Price

A big tableful of odd bungalow nets, scrims, muslins, etc., in desirable patterns. White, ivory and ecru. Friday bargain, half price.

2,000 Yards Art Chintz, half price--Light and dark grounds--attractive designs for any room. 30 to 36 inches wide. Come early. Friday bargain, half price.

Lace and Scrim Curtains, special, 88c pair--150 pairs to clear. English lace and plain scrim curtains. White and ivory--hemstitched--double hems and small valance. Friday bargain, pair 88c.

Oil Finished Window Shades, each 95c--200 only. Mounted on genuine Hartshorn rollers, and complete with attachment. Friday bargain, each, 95c.

Simpson's--Fourth Floor.

Simpson's Friday Market

Phone Adelaide 6100

MEATS AND FISH.

BONELESS LEAN STEWING BEEF, per lb.	20c	Wagstaffe's Orange Marmalade, 1-lb. jar, 35c.	
BRISKET BOILING CUTS, not too fat, per lb.	20c	Pink Salmon, tall tin, 24c.	
SHOULDER ROASTS, prime, per lb.	20c	Quaker Oats, large package, 30c.	
ROUND ROASTS, special, per lb.	20c	Choice Mince, 1-lb. tin, 18c.	
LEGS YOUNG LAMB, per lb.	25c	Raspberry Jam, 4-lb. pall, \$1.00.	
SWEET PICKLED PORK SHOULDERS, 6 to 8 lbs. each.	40c	Pineapple, 2 lbs., 25c.	
CORNUST SHORTENING, 3-lb. pails, gross weight, per pail	25c	Fruit Cake, 1-lb., 25c.	
PURE LARD, 5-lb. pails, gross weight, per pail	85c	Mixed Biscuits, 1-lb., 25c.	
WINTER CAUGHT ROUND WHITFISH, per lb.	15c	Pure Celona Tea, of uniform quality and fine flavor, black or mixed, today, 1-lb., 51c.	
FRESH FROZEN LAKE TROUT, dressed, per lb.	15c		
FRESH FROZEN LAKE ONTARIO HERRING, per lb.	10c		
FRESH SMOKED FINNAN HADDIES, per lb.	15c		
FRESH SMOKED CISCOS, per lb.	20c		
GROCERIES.			
Canada Food Board License No. 9-029.			
One car Standard Granulated Sugar, 20-lb. bag, \$2.20.			
Good Soap, 11 bars, \$1.00.			
Choice Family Flour, 24-lb. bag, \$1.30.			
Finest Creamery Butter, 1-lb., 55c.			
Yellow Cooking Sugar, 5 lbs., 55c.			
California Currants, 15 oz. package, 21c.			
Seeded Raisins, 2 packages, 75c.			
Canned Peas, tin, 14c.			
Canned Tomatoes, tin, 19c.			
Finest Cooking Molasses, 2 lines, 25c.			
Perfect Baking Powder, 2 tins, 7c.			
Corstach, package, 12c.			
Crisco, 1-lb. tin, 41c, 35c.			
Pearl Tapioca, 2 lbs., 25c.			
Dalton's Extracts, assorted, 3 bottles, 27c.			
Choice White Beans, 2 lbs., 24c.			
Choice Rice, 2 lbs., 35c.			

The **SIMPSON** Company Limited**Embroideries**

Cambrie Edgings, Insertions and Beadings, 1/2 to 1 1/2 inches wide. Today, yard, 50c.

Cambrie Embroideries, 17 inches wide, 3/4-inch beading. Today, yard, 18c.

Remnants of Embroideries, Laces, Chiffons and Trimmings, lengths 1/2 to 3 yards each. Marked less than half price. Today, per length, 5c to 98c.

Infants' Bibs, quilted and wadded. Torchon lace trimmed. Today, 4 for 25c.

Simpson's--Street Floor.

Laces

"COTTON NETS," LESS THAN HALF PRICE.

Cotton Lining Nets, 36 inches wide; navy, brown and grey only; 25c value. Today, yard, 10c.

All-over Laces, 36 inches wide, in pretty shadow effects. Colors ivory and ecru. Regularly \$1.75 and \$2.25. Today, yard, 88c.

Simpson's--Street Floor.

Corsets

Women's \$2.75 Corsets, \$1.59--High-grade models, including "Royal Worcester," "E.T.S.," "D. & A.," "Royale," etc. Made of finest quality coutil. Models for the slender and average figures with medium or low bust and free-fitting hips. Sizes 19 to 30 in the lot. Regularly \$2.75. Today \$1.59.

Women's Brassieres, bandeau style, made of fine quality pink linen mesh, fastened front or back. Lightly boned. Today, 85c.

Women's Vests and Drawers, warm garments made of excellent quality cotton and wool mixtures or heavy fleece lined. Vests have high neck, long sleeves. Drawers are ankle length. White or natural. Today, bargain, 85c.

Women's Watson Brand Combinations, made of beautiful ribbed cotton and wool, with low neck and no sleeves. Ankle length drawers. Regularly \$3.25 and \$3.50. Extra value, today, \$1.95.

CAMISOLES, \$1.49 and 75c. Pink or white crepe de chine, with yokes of rich lace with satin ribbon insertion, \$1.49.

Dainty pink milk, in pretty design, with lace yokes and fitted shoulder straps, 75c.

Simpson's--Third Floor.

Umbrellas \$2.95

For Men and Women--Silk mixture and tape edge cover, silk lined.

Women's, ebony handles, sterling mounts, malacca, leather straps, and cord loop handles.

Men's, straight and crook styles, sterling mounts.

Values up to \$5.00. Today, \$2.95.

Simpson's--Main Floor.

Nitro Bulbs 77c

100 WATTS.

Canadian made Nitro Bulbs, well made and brilliant, each 77c.

Lots of 25, each \$15.

Tungsten Bulbs, 25, 40, 60 watts, all tested, all perfect. 3 for 95c.

Simpson's--Sixth Floor.

Travelling Goods

Tourist Trunks, good lock, bolts and two cowhide leather straps. Covered tray. Sizes 31 in. at \$9.50; 36 in. at \$9.95; 38 in. at \$10.50.

Fibre Suit Cases, deep square model, reinforced corners, good lock and fasts. Size 24 in. at \$3.65; 26 in. at \$3.80.

Club Bags, fabricoid wairus grain, reinforced corners, good locks. Lining and pockets. Size 16 in. at \$6.50; 18 in. at \$6.95, and 20 in. at \$7.25.

Simpson's--Sixth Floor.

Picture Framing \$1.25

Up to 14 x 18 inches, inclusive--Today we will frame your pictures, up to and including size 14 x 18 inches. Complete, fitting glass and back, in a range of mouldings, \$1.25.

Simpson's--Sixth Floor.

Gloves and Hosiery

Women's \$1.00 Wash Gloves, 79c--Limited quantity from regular stock. White chamoise in suede finish. Sizes 5 1/2 to 8. Friday bargain, 79c.

Women's "Penangle" Cashmere Stockings--Winter weight--small percentage of cotton. Fine gauge, and seamless. Sizes 9 to 10. Regularly \$1.39. Friday bargain, \$1.10.

Children's White Cashmere Stockings--With slight cotton knitted with the wool. Finely ribbed leg and plain foot. Seamless. Sizes 6 to 7 1/2. Wonderful value. Today 59c.

Children's Wool Mittens--In wrist length, and gauntlet styles. All-wool and cotton and wool. Red, white and black. Sizes 5 to 16 years. Regularly 50c. Friday bargain, 39c.

Men's Fur-Lined Suede Gloves--"Frowne's" make, in tan or grey suede and tan cape leather. Sizes 8 to 10 in the lot. Regularly \$9.00. Friday bargain, \$6.00.

Boys' Stout Yellow Muleskin Mittens--Warm flannel lining--ribbed wool cuff. Regularly 50c. Friday bargain, 29c.

Men's Leather Mittens--With split pigskin palm and heavy yellow muleskin back. Wool lining, with ribbed wool cuff. Regularly 79c. Friday bargain, 59c.

Simpson's--Street Floor.

Men's Ulster Coats \$14.85

Warm Winter Tweed Coating is the material, and comes in shades of brown, grey and mixture effects. Wool linings. Sizes 36 to 44. Today, \$14.85.

Men's Suits, \$15.95--Tweeds and worsteds developed in the two and three-button semi and form-fitting models. Also the trencher model in smaller sizes. 33 to 44. Regularly \$15.50, \$20.00, \$22.00 and \$25.00. Friday bargain, \$15.95.

Men's Worsteds Trousers, \$2.98--Browns and greys with neat stripe effects. Sizes 32 to 44. Today, \$2.98.

Men's House Coats, \$8.00--Just 50 coats--odd sizes and broken lines. Good choice of shades. Sizes 36 to 46. Regularly \$9.50, \$10.00, \$11.00 and \$12.00. Friday bargain, \$8.00.

Simpson's--Main Floor.

Men's Underwear--Reduced One-Third

Combinations and Shirts and Drawers. Natural wool cashmere, elastic ribbed, wool ribbed, Scotch knit, merino fleece, and so on. All sizes are not obtainable. One-third off regular prices, as follows:

Regular \$1.00 garments, today at 67c.	Regular \$2.50 garments, today at \$1.67.
Regular \$1.50 garments, today at \$1.00.	Regular \$3.00 garments, today at \$2.00.
Regular \$1.75 garments, today at \$1.17.	Regular \$4.00 garments, today at \$2.67.
Regular \$2.00 garments, today at \$1.33.	Regular \$5.00 garments, today at \$3.33.
Regular \$6.00 garments, today at \$4.00.	

No Phone or Mail Orders. Simpson's--Main Floor.

Men's Flannelette Nightrobes, \$1.19

Collar attached style--pink, blue, brown stripes on light or dark grounds. Sizes 14 to 20. Today \$1.19.

\$2.00 Flannelette Pyjamas, \$1.59--Pink, blue, grey stripes on light grounds. Sizes 34 to 46. Today \$1.59.

Men's \$1.00 Negligee Shirts, 79c--Plain and fancy hairline and cluster stripes of black, helio and tan. Laundered or soft cuff styles. Sizes 14 to 16 1/2. Today 79c.

Men's \$1.00 Nightrobes, 69c--Of white cotton, collar attached. Sizes 14 to 19. Today 69c.

Simpson's--Main Floor.

\$1.25 and \$1.50 Caps at 89c

For Men and Boys--Clearance of all broken ranges. Warm winter caps, with and without inside earbands. Plain shades and fancy designs. Made from chin-chillas, whitenys, tweeds, meltons, etc. Friday bargain, 89c.

\$6.00 Soft Hats, \$3.95--Bertoline and G. B. Borsalino Italian models, in stylish shades of grey, green, brown and black. Not a full range in any color, but all sizes from 6 1/2 to 7 1/2 in the lot. Friday bargain, \$3.95.

Simpson's--Main Floor.

Fur Specials for Men

\$20.00 and \$22.50 Outer Gauntlets, \$13.95.	\$5.00 Black Dogskin Gauntlets, \$3.65.
\$15.00 Other Seal Coats, \$10.95.	\$15.00 Persian Lamb Driver Shaped Caps, \$10.45.

Simpson's--Main Floor.

Boys' Tweed Suits \$7.95

60 Suits in this lot--broken lines and odd sizes. Novelty tweeds and worsted finish materials, in olive, grey and black mixed effects, grey and black stripes, and blue-grey diagonals. Popular all-around belted models, slash pockets and patch pocket styles. Bloomer pants, with Governor fastener at knee. Sizes 26 to 36. Regularly up to \$12.50. Friday bargain, \$7.95.

Little Boys' Tweed Suits at \$3.95

Just 40 suits--in dark grey and brown stripes, checks, herringbone and diagonal patterns. Some buttoned up close to neck, with deep turn-down collar; others have collar and lapels--knicker and bloomer pants. Sizes 5 to 8 years only. Regularly up to \$7.50. Friday bargain, \$3.95.