

L. SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROBS: W. to N. W. winds; fair and very cold.

L. SIMPSON

## The Annual Fur Event

The green tickets will be everywhere alongside the old price checks. Come and see the values we are offering.

Persian Lamb Jackets, 30 inches long, made from the highest grade of Leipzig-dyed skins, semi-fitting, with long roll collar, extending to waist line; lined throughout with French brocade or plain satin; one of the very newest models. Regularly \$250. Thursday ..... **195.00**

Fur-lined Coats, length 50 inches, imported French broadcloth shell or outside, nicely tailored, with strapping of self, lined with the very best Canada muskrat; deep storm collar, and large revers of the best western sable. Regularly \$50.00. Thursday ..... **39.00**

Astrachan Jackets, 34 in. long; collar and revers of western sable; lined throughout with best black satin. Regularly \$45. Thursday ..... **37.50**

Natural Alaska Sable Muffs, large rug shape, lined with best brown satin, and finished with 5 tails and 5 heads. Regularly \$30. Thursday ..... **19.00**

6 only Handsome Broad-tail Paw Sets, muff and shawl scarf. Regularly \$95. Thursday ..... **65.00**

Natural Canada Mink Muffs, in pillow, rug, empire and fancy shapes: Regularly \$75.00. Thursday **60.00**  
Regularly \$60.00. Thursday **45.00**  
Regularly \$50.00. Thursday **42.50**

Natural Eastern Canada Mink Stoles, in all the very newest designs. Regularly \$85.00, \$75.00 and \$55.00. Thursday \$70.00, \$60.00 and \$42.50.

Children's Grey Lamb Furs, including stoles, scarfs, collars, muffs, gauntlets, and caps. A splendid assortment, all first quality, at 25 per cent. off regular prices.

**Two \$11.95 Items**

## In the Mantle Section

(Third Floor.)

**One-piece Dresses** for afternoon or evening wear, made of chiffon over Jap silk slip, have waists with sheer yoke and semi-low neck, trimmed with tiny pearl beads and outlined with Plauen lace insertion. The sleeves are short. Skirts hang to knee line, and are surrounded with a deep fold of colored chiffon, continued at bottom. Ivory trimmed with sky blue, pink or Nile. Regularly \$18.50. Thursday ..... **11.95**

### WOMEN'S EVENING WRAPS.

Attractive styles and materials, in shades of green, rose, tan, blue, champagne and crimson. Some hanging loose from shoulder, with large cape effect, have bell shaped sleeves, trimmed with folds of black satin; others square collars, handsomely braided. Regularly \$19.75 to \$25.00. Thursday ..... **11.95**

## Excellent Petticoat Chances

**\$1.25 LINED SATEN PETTICOAT 95c.**

Petticoat of black mercerized sateen, body lined with red flannelette, pin tucked and strapped flounce, with two frills. Lengths 36 to 42 inches. Regularly \$1.25. Thursday ..... **.95**

**Imported Moreen Petticoats**, black, navy or green, straight hanging flounce, trimmed with rows of pin tucking and accordion pleating. Lengths 38 to 42 inches. Regularly \$1.25. Thursday ..... **.95**

### SMALL WOMEN'S MOIRE PETTICOATS

of black moiré, for misses or small women, two-piece flounce trimmed with rows of stitched strapping, also rows of pin tucking. Lengths 32, 34 and 36 inches. Thursday ..... **1.50**

### Dress Fabrics

**Black and White Shepherd Check**, a soft texture, fine, even weave; comes in three sizes of check, small, medium and large; specially adapted for women's, misses' or children's garments, and guaranteed to launder perfectly; 42 inches wide. Regularly 50c. Thursday ..... **.34**

### Trimmed Hats

The Austrian velour of which the shape is made has an unusually rich velvety finish, while the black Marabou mounts and black silk velvet give a handsome effect over the rolling brim. 20 only in black or black and white. The regular price for this grade is \$5.00 and \$6.50. Thursday ..... **2.75**

## Small Sized Rugs

Mohair Rugs, odd sizes and colors, terra cotta, greens, reds and old gold. Regular \$3.25 to \$8.00. Sale price \$1.95 to ..... **3.75**

24 Sample Smyrna Rug Sections. Worth \$1.25. Sale price ..... **.69**

English Tapestry Stair Carpets, in numerous patterns and colors; very hard-wearing carpet; 22½ in. x 27 in. wide. Regularly 40c and 50c a yard. Sale price ..... **.39**

# The Simpson Store

will welcome the early arrivals with a special generosity. For them are the Eight o'clock values. The bargains where possible are carried through the day, but you can choose best and buy best in the early morning hours.

## The Tide of Whitewear Values Still Flows Full and Free

Thousands of fore-sighted women have visited the winter wear section, and availed themselves of the wonderful pricing, that makes this **Our Greatest White Sale**. Some special values

**Maids' Aprons**, of lawn, with embroidered bib and bretelles, wide sashes and tucked skirt; size of skirt 38 x 38 inches. Regularly 65c. Tuesday ..... **.43**

**Maids' Aprons**. Regularly 90c. Thursday ..... **.63**  
Overall Apron, heavy blue and white check gingham, covers whole dress except sleeves, width of skirt 52 inches. Regularly 50c. Thursday ..... **.39**

**Night Dresses**, of white flannelette, silk embroidery, lengths 54, 56 and 58 inches. Regularly \$1.25, Thursday ..... **1.00**

**Princess Slips**, exquisite garments of nainsook, real German Valenciennes lace insertions and ruffles. Sizes 32 to 42 bust. Regularly \$8.00. Thursday ..... **4.39**

**Combinations** of nainsook, shadow embroidery and Val. lace insertions. Sizes 32 to 42 bust. Regularly \$4.50. Thursday ..... **2.69**

**Petticoats**, of heavy cotton, lengths 36 to 42 inches. Regularly \$4.25. Thursday ..... **2.95**

**Night Dresses**, 3 white sale styles, fine nainsook or cotton, slip over or high neck styles, fine embroidery or lace trim, all sizes in the lot. Regularly \$1.25 to \$1.65. Thursday ..... **1.00**

**Drawers**, sizes 23, 25, 27 inches. Regularly 75c. Thursday ..... **.50**  
**\$1.25 Sahlin or Royale Bust Form and Corset combined**, 32 to 38 bust, in different waist measures. Thursday Sale price, each ..... **1.00**

### White Sale Prices on Waists

Waists of white lawn, with gimps of pin tucking, rows of Val. lace, insertion and embroidery; have tucked back and invisible fastenings ¾ length sleeve, tucked cuffs and collar; all sizes, regularly \$1.00. Thursday ..... **.50**

**Shirwaists** of pure Irish linen, several good styles, plain tailored or tucked with strapped seams, "kerchief pocket, shirt sleeve and link cuffs. Regularly \$1.95 and \$2.25. January Sale ..... **1.25**

**Waists of wool voile**, kimono style, ¾ length sleeve, front, shoulders and collar are piped with mesaline satin, and have buttons of harmonizing color; black, navy, cardinal and all white. January Sale ..... **2.48**

### Embroideries One-fourth to One-half Under-priced

A superb gathering of St. Gall and Plauen embroideries, many exclusive patterns, are the maker's season's surplus. All fresh, new, 27 and 45 inch flouncings. Wednesday at 25c, 35c, 42c, 48c, 58c, 68c and 98c.

**Embroidery Edgings and Insertions**, yard, 5c, 6c, 7c, 8c, 9c, 10c and 12½c.

**3,000 Swiss Embroidered Waist Fronts**. Regular value 19c. Wednesday, each ..... **.10**

**200 dozen Ladies' Embroidered Handkerchiefs**, Wednesday, half price, each ..... **.10**

## Midwinter Offerings from the Linens and Staples

**ENGLISH WHITE SAXONY FLANNELETTE, 7¼c YARD.** 32 inch English Saxony Flannelettes, white only, strong, firmly woven cloth, free from dressing. Regular 10c to 13c per yard. Sale price, Thursday ..... **.7½**

**DAMASK TABLE CLOTHS, \$1.97 EACH.** 2 x 2½ yards, made from pure grass bleached linen, full satin damask, either Irish or Scotch make, designs for round or square cornered tables, only about 160. Thursday, each ..... **1.97**

**45 INCH CIRCULAR PILLOW LINEN.** About 380 yards only. Thursday ..... **.49**

**ENGLISH NAINSOOK CAMBRIC.** 36 inches wide. Sale price, Thursday, yard ..... **.15**

**ENGLISH CIRCULAR PILLOW COTTON, 15c YARD.** Fine linen finish, and 44 inch width, for quick selling. Thursday, yard ..... **.15**

**\$2.75 HORSE BLANKETS, \$1.38.** Only half price for some of the best horse blankets sold in Canada, only 55 to sell, the balance of two odd lots. Regularly \$2.75 each. Thursday ..... **1.88**

Phone direct to Linen Department.

### Glove Values

**Women's Imported Glove Kid** Gloves and Mittens, fur top, dome fastener, all-wool lining, black or tan, size 6 only; mittens, black, size 6½ and 7; tan, 6½, 7, 7½. Regular \$1.50 value. Thursday, pair ..... **.98**

**Boys' and Girls' Tan Cape Leather Unlined Gloves**, dome fastener, pique sewn seams, in shades of tan; sizes to fit up to 14 years. Regularly 75c. Thursday ..... **.59**

### Lace Curtains at Sale Prices

**500 pairs Nottingham Lace** Curtains, \$1.00, \$1.25 and \$1.50 values, have attractive and neat patterns, 3 and 3½ yards long. Thursday, per pair ..... **.89**

**2,000 pairs Nottingham Lace** Curtains, in novelty and cable net weaves, very durable, have all advanced designs and effects. Regularly \$3.00 and \$3.50. Thursday, per pair ..... **2.19**

## Very Low Prices in the China Section

**900 Fine China Tea Cups and Saucers—Kermis and Ovide** shapes, handsome decoration, English Limoges and German China. Regular 25c. Thursday ..... **12½**  
50 only, 10-piece Toilet Sets, deep roll rim basin, floral decoration, new Princess shape. Regular \$5.00, sale special ..... **2.69**  
400 pieces Royal Doulton Jugs, Plates, Nippon Sets, Cups and Saucers, Salad Bowls, etc. Half price Saturday ..... **.29**

**Royal Caribbea China Dinner and Tea Service**, dainty rosebud band design, all pieces, gold stippled. Thursday's big special ..... **19.99**  
10 only, Marble Busts, Thursday ..... **2.99**  
20 Marble Busts, less than half price, Thursday ..... **5.37**  
20 pieces Rich Cut Glassware, comprising flower vases, tankard jugs, rose bowls, less than half price. Thursday ..... **19.93**

The **SIMPSON** Company Limited  
Robert

## Odd Pieces of Parlor Furniture AT BARGAIN PRICES

**Parlor Tables**, mahogany finish, well designed. Regularly \$5.45. Thursday ..... **4.25**  
**Parlor Tables**, dull finished mahogany. Regularly \$14.75. Thursday ..... **11.00**  
**Parlor Tables**, solid mahogany, beautifully finished. Regularly \$18.00. Thursday ..... **13.90**  
**Odd Corner Chairs**, mahogany finish, with plain upholstered seat. Regularly \$5.20. Thursday ..... **3.90**  
**Odd Parlor Arm Chairs**, mahogany finish, high back, with spring seat. Regularly \$7.40. Thursday ..... **5.45**  
**Odd Parlor Chairs**, mahogany finish, deep spring seat and panel back. Regularly \$11.60. Thursday ..... **8.95**  
**Arm Chairs and Arm Rockers**, in polished mahogany finish. Regularly \$14.50 and \$15.50. Thursday ..... **10.75**

## Warm Boots and Slippers

Best quality Felt Boot, lace style, thick felt sole and heel, leather-covered vamps; a grand, warm boot for either out or inside wear:

Men's, sizes 6 to 11. Thursday ..... **1.99**

Women's, sizes 3 to 8. Thursday ..... **1.99**

Best quality Felt Boot, lace style, leather sole and heel, leather foxed all around:

Men's, sizes 6 to 11. Thursday ..... **1.99**

Women's, sizes 3 to 8. Thursday ..... **1.69**

Best quality English Plaid Felt House Boot, leather-covered felt sole, very soft and warm; buckles up around ankle like an overshoe; sizes 6 to 11. Regular \$1.50. Thursday ..... **1.15**

Women's Felt Juliet Slippers, hand-turn leather soles, medium heels, colors red, brown and black; neat ornament on vamp. Sizes 3 to 8 ..... **.99**

## Overcoats---A Boon to the Out-of-Doors Man

**Two-tone Brown English Tweed Overcoating**, in herring-bone weave; made in single and double-breasted styles, with self collar, cuffs, leather buttons, satin sleeve linings ..... **22.00**

**English Melton Overcoats**, made single-breasted, with fly front; black silk velvet collars, edges and seams having raw edges, double stitched; mohair linings. Thursday ..... **15.00**

## Youths' Three-Piece Suits

**Three-button single-breasted coats**, single-breast vest, and full hip trousers, of English worsted, with a hop-sack finished top, one of the most durable cloths, are in dark brown, with a faint blue stripe and small overcheck. Best English twilled linings and inter-trimmings. Sizes 33 to 35. Thursday ..... **10.50**

## Boys' Suits of Two Pieces

A double-breast coat and bloomer pants of dark brown English tweed; the coat cut with long lapels and slightly fitting back; the bloomers full American style and well trimmed. Sizes 27 to 34. Thursday ..... **6.50**

### Men's Furs

**Caps**, in wedge, driver and Kiva shapes, of near seal, well lined and finished. Thursday **2.65**

**Fur Collars**, of astrachan, Korean beaver, wallaby, electric seal, nutria, and raccoon skin, adjustable style buttons on coat, extra well lined. Regularly \$5.00 and \$6.00. Thursday ..... **3.50**

## Clearing Of Mufflers

All odd lots of Mufflers; a good assortment of many styles and shapes for evening dress; silk knitted, with fringe ends; automobile wraps, made from pure Angola wool; silk reefers and squares, in plain and fancy colors. Regularly \$1.25, \$1.50, \$2.00, \$3.00, \$3.50 and \$4.00. To clear Thursday morning ..... **.98**

(No phone or mail orders.)

### WONDERFUL SHIRT VALUE

Miners, prospectors and surveyors can save money on these shirts; made from a genuine 6-ounce duck; the fronts and cuffs four-ply, with patent extra strong dome fasteners, which cannot possibly pull off; two safety pockets that fasten; extra large body, and double sewn seams; sizes 14 to 18. Regularly \$1.50. Thursday ..... **.98**

## Groceries of Simpson Quality

**2,000 lbs. Dairy Butter**, in prints, per lb. 29c. Fresh Flaked Wheat, per stone 45c. Smoked Rolls of Bacon, lean and mild, half or whole, per lb. 15c. Choice Pink Salmon, ¼-lb. flats, 3 tins 25c. Finest Canned Tomatoes, per tin 12c (only 3 tins to a customer). Edwardsburg or Beehive Table Syrup, 6-lb. pail 25c. Salt in 6-lb. Bags, 3 bags 14c. 400 Jars E. D. Smith's Pure Strawberry Jam, 16 ounce jar 20c. Cowan's Perfection Cocoa, ¼-lb. tin 23c. Blue Bell Jelly Powders, assorted, 4 packages 25c. Canned California Peaches in heavy syrup, large tin 25c. Malta Vika Breakfast Cereal, 3 packages 25c. Margi Soups, assorted, 6 packages 25c. Imported Malt Vinegar, Imperial quart bottle, 20c.

**35c ASSAM TEA FOR 28c.** 300 lbs. Fine Rich Full Bodied Assam Tea, of uniform quality and fine flavor. A 35c tea anywhere. Thursday, per lb. ..... **.28**