

L. SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, Pres.

J. Wood, Manager.

PROBS.—decidedly cold.

L. SIMPSON

When We Use the Word "Bargain" We Refer to Such Items as These:

There are very few of us haven't shivered at least on principle at the thought of the cold and the colder to come. Here are winter clothes that will frighten all the shivers away; they are warm, reliable materials, and even the shiver that comes with the thought of "paying" isn't encouraged; these are bargains.

Women's Winter Coats, loose or semi-fitting, variety of colors, some Raglan sleeves, patch pockets. Regular price \$15. Friday **4.95**
 Skirts, tweed mixtures, in brown, green, tan and grey tones, new styles. Regular \$5.00, Friday **3.59**
 Girls' Coats, tweeds and beaver cloth, tweeds are double-breasted, turnover collars, and lined across shoulders. Beavers have box back, College collars and turn-back cuffs. Sizes 6 to 12 years. Regular to \$6.00; Friday **3.35**
 Suits, for women and big girls, in great variety of style, size and color. All the odd sizes from our new fall and winter suits. Regularly priced to \$17.50, Friday **7.98**

Friday's Attractions to the Millinery Department include Turbans and Velvet Toques, Sailors and Fancy Mounts

New Velvet Toques and Turbans, just out of our workrooms. Regularly sold at \$4.00 and \$5.00. Friday **2.85**
 Ribbon Trimmed Sailors, for girls, young and older, good styles. Worth \$4. Friday **2.25**
 800 Fancy Mounts, white marabou and flowing effect. Regular to \$3.75. Friday **.50**
 New Hats, in black, navy and tan, soft, sailors and shapes, suitable for matrons. Regular \$1.00 and \$2.00. Friday **.50**

Here are two seasonal items of Women's Wear at prices that leave no excuse for unpreparedness for cold weather

Dressing Sacques of extra quality flannel-ette, navy, cardinal, grey and black and white shepherd's check, belted at waist, sailor collar, bound with satin. Regular \$1.00 and \$1.25. Sizes 34 to 44. Friday **.69**
 75 only Moirette Petticoats, in black, navy, shot effects and plaids, made with pleatings and fancy braided patterns, also tailored styles. Some are finished with velvet binding. Sizes 38 to 42. Regular \$6.00. Friday **3.95** (Cannot promise to fill phone or mail orders.)

A \$4 GOLD Brooch set with pearls for 98c seems too good a bargain to be true. Yet such is the case on Friday, and if you look down this list you will find many other values nearly as startling.

\$2.00 to \$4.00—Solid Gold Pearl Brooches.
\$1.50 to \$2.50—Gold-filled Locketts.
\$2.50—Gold-filled Rope and Curb Necklets.
\$2.00 to \$3.00—Solid Gold Pearl Rings, signet and birthday stone rings.
\$1.50 to \$2.75—10k. Plain Cuff Links, and fancy engraved G. F. Cuff Links.
\$2.25—Women's and Men's Watch Fobs, safety attachment, and signet or seal charm.
\$1.50 to \$2.00—Solid Gold Earrings, pearl settings, and gold-filled fancy settings, new style.
\$2.00—Pearl Pendant Locket Charms, with gold-filled necklet attached.
\$1.50—Pearl-filled Necklets.
\$2.00—10k. Pearl Scarf Pins, five real pearl settings.
\$2.50—Expansion Bracelets, three different patterns.
 Clearing over one thousand pieces of guaranteed jewellery. Friday bargain, all one price **.98**

Bargains in the Waist Dept.

Silk Taffetas, in black and dark colors, striped chiffon taffeta, also fine quality shot effects in silk taffeta waists. These are not all perfect in sizes, but there is a good assortment in the whole lot. Regular selling prices \$2.95 to \$4.50. Friday **1.99**

A clearance of white vesting, madras, linene and several other makes of fine tailored waists, sizes up to 42-inch. Selling prices 98c, \$1.00 and \$1.25. Friday to clear **.50**

Bargains in Fancy Needlework

50 handsome made-up Cushions, with silk brocaded top and filled with best Russian down. Colors blue, olive and yellow. Regular price \$1.98. Friday **.89**
 Several odd lots of Tinted Cushion Tops and Centrepieces. Regular up to 35c. Friday, each **.10**
 20 imported Sample Work Baskets, in odd designs, all beautifully lined and filled. Regular prices \$5.00 to \$7.50. Friday bargain **2.50**

Corset Bargains

Clearing 80 pairs genuine Paris Corsets, in fine mervellex, silk and stockinette tissue. Colors white, pink or blue, elegant frilled garters, wide ribbon ties, silk laces, magnificent corsets. Sizes 17, 27, 28, 29, 30 inches only. Regular \$15.00 to \$20.00 a pair. Friday bargain, a pair **2.50**
 200 pairs beautiful Jewel Corsets, a magnificent model in white coutil, medium bust, extra long skirt with 6 fine garters, finest rustproof boning, deep lace and ribbon, satin bow, sizes 18 to 26 inches. Regular value \$4.50 a pair. Friday bargain, pair **2.50**

Women's Underwear Bargains

Combinations, "Watson's" unshrinkable wool and cotton mixture, heavy ribbed, white or natural, high neck, long sleeves, button front, ample length, sizes 32 to 38 bust. Regular price \$1.25 each, Friday bargain **.75**
 Vests and Drawers, heavy ribbed white or natural cotton. Vests, high neck, long sleeves, button front; drawers, ample length, in closed styles only. Regular price 35c each. Friday bargain **.22**

Apron Bargains

Clearing a maker's range of Sample Aprons, about 300 in the lot, no two alike, including aprons for maids, ladies' afternoon wear, and for kitchen use. All beautifully made. Friday bargain, half price.

Infants' Wear Bargains

Heavy Elderdown Jackets, colors red, blue, pink, grey or white, ribbon ties, sizes for ages 6 months, 1, 2 years. Regular price 50c each. Friday bargain **.25**

Girls' Wear Bargains

Sample Dresses, for ages 9, 4, 5, 7, 8, 9 years, fine black and white Shepherd's checks, and plain materials. Many handsome styles to choose from. Regular prices \$1.75 to \$3.00 each. Friday bargain **1.25**

Bargains in Dress Goods and Silks from the finest stocks of these goods in the Dominion of Canada.

4,000 yards of Dress Fabrics and Suitings, including new tweeds, Panamas, san toys, serges, poplins, all wool voiles, Henriettes, silk striped taffetas and silk striped voiles, 42 to 60 in. wide. Regular values to 75c, Friday's price **.47**
 2,000 yards of Black Dress and Suiting Fabrics, including college serges, venetians, san toys, Panamas, voiles, mohairs, poplins, Henriettes, etc. Regular values to \$1.00 yard. 44 to 54-in. wide, Friday **.73**
 Bordered Delaines—A big variety of new designs and colorings, with rich contrasting borders, new tans, new blues, new greys, new greens, black and white, etc. 30-in. wide. Regular values to 60c per yard, Friday **.44**
 Japanese Silks, in nearly every color, including ivory and black, heavy quality taffeta finish. Regular \$3c, Friday, 27-in. wide, per yard **.33**
 Pearls de Soie and Chiffon Taffetas, in black and white stripe, white and black, blue and white stripes, and blue and white checks, in four different sizes. Regular 50c, 65c, Friday **.38**
 Rich Black Pallettes, rich black merv. and satin de chevre, firm quality, soft finish, deep black. Regular 75c and 85c, Friday **.55**

Sample Trimmings on the Main Floor that, figuratively speaking, make your mouth water

3,000 cards of Sample Trimmings, in bandings, appliques, motifs, fringe, jet, crystal, ball trimming, and many other things appertaining to dress garniture; a huge collection of black and every color under the sun; in many cases the cards are worth a dollar. Friday's price is, per yard **.10**

The rare things in this column you can't do without at prices you can't hope to better.

Umbrellas

Women's Silk and Wool Covered, good selection of handles. Regular \$1.38, \$1.50, and \$2.00. Friday **1.08**
 Women's Silk Mixture, ebony handles, gold and silver mounts. Regular \$2.50, \$2.75, and \$3.00. Friday **2.15**

Pretty Things for Pretty Necks

288 Round Collars, of Plauen guipure lace, 35c values, for **.19**
 Chiffon Scarfs, many shades. Regular \$1.50, Friday **.98**
 300 dozen Bibs, 7 for **.25** (Only 7 to one customer.)
 6,000 yards Flouncings, 27 inches. Reg. 50c, Friday **.29**
 New Side Frills, each **.15**
 Linen Handkerchiefs, men's or women's **.8**

Half a Dozen China Bargains

5,000 Cups and Saucers, fruit dishes, bread and butter plates, soup, dinner and tea plates, in German and English wares, Friday bargain each **.5**
 40 Piece Tea Set in strong English Porcelain fluted ware. A snap Friday **1.00**
 500 Pieces Fancy China, salad bowls, sugar and cream sets, Douillon cups and saucers, Japanese vases, etc., values to \$1.00, Friday bargain **.25**
 10 Only Dinner Sets, for 12 people in English semi-porcelain gold trimmings, Friday bargain **9.95**
 7 Piece Lemonade Sets in Bohemian glass ware. Friday special **.69**
 English Tumblers, semi-cut pattern, Friday bargain, per dozen **1.20**

Stencilled Wood and Art Brass Half-Price

Stencilled wood for burning, including plaques, glove and handkerchief boxes, photo frames, pipe racks, hair brushes, tin racks, burnt wood outfits, etc. Half-price.
 Brass craft for piercing, including many articles which are useful and ornamental, lamp shades, glove boxes, book racks, photo frames, match trays, plaques, teapot stands and brass outfits, etc. Half price on Friday.
 Special circle opposite Queen st. door.
 No mail or phone orders.

Belts and Hand Bags

BAGS AND BELTS.
 Ladies' Black Seal Grain Hand Bags, in large variety, regular \$1.25. Friday **.68**
 Real Leather Hand Bags, alligator finish, lined throughout, leather covered frames and inside coin purse, regular \$1.95, for **.98**
 All colors in Elastic and Cotton Beltures, our regular 50c line, clearing at, per yard **.12½**

"Very-Often-Wanted" Items

Rose's Cough Balsam, 25c size. Friday **.15**
 Beef, Iron and Wine, 40c bottles. Friday **.25**
 Toothache Gum 10c bottle. Friday **.5**
 Fountain Syringes, white rubber. Very special Friday **.50**
 Chamcis, regular 10c and 15c. Friday **.5**
 Sanitary Belts. Friday **.15**
 Sanitary Towels, 12 in package. Friday **.25**

Club Bags at \$3.95

80 perfect Cowhide Club Bags for lucky early shoppers. Hand sewn on English frame, leather lined, latest style, easy handle. 2 only to each customer.

Silverware Specials

1,000 pieces, consisting of Pearl Handle Butter Knives, Pearl Handle Pickle Forks, Pearl Handle Cheese Scoops. Fine quality pearl with fancy ferrules. Sheffield plated blades and tines. Regular price \$3c to 75c each. Friday bargain **.29**
 1,000 Tea Spoons, Rogers' silver plate, with fancy floral pattern handle, neat design, full size tea spoon. Regular value \$2.25 doz. Friday bargain, each **.12**
 500 Alarm Clocks, in nickel and copper finished cases, single and double bells, extra loud alarm with lever to stop, guaranteed accurate timekeepers. Regular price \$1.25, Friday bargain **.59**

"Old Darby"

BY ROSA BONHEUR
 This remarkable painting is now being exhibited in our Picture Galleries.
 ADMISSION FREE.

These boots are at present in the Simpson Store. They are for sale on Friday. Nothing further need be said.

480 Pairs Women's boots, button Blucher and lace styles, patent colt, viet kid and gunmetal leathers, low, medium and high heels. Sizes 2½ to 7. Regular \$2.50, \$3.00 and \$3.50. Friday 1.99

360 Pairs Men's boots, velour calf and box kip leather, standard screw and McKay sewn soles. Blucher style, sizes 6 to 11. Regular \$2.50 and \$3.00. Friday 1.99

180 Pairs Misses' boots, made of selected Dongola kid leather, Blucher style low heels, patent toe cap. Sizes 11 to 2. Regular \$2.00. Friday 1.49

90 Pairs Men's Slippers, Everett style, chocolate and black Dongola kid leather, turn soles, sizes 6 to 11. Regular \$1.50. Friday99

RUBBERS.

1,000 Pairs Rubbers, duck lined, heavy corrugated soles and heels, every pair perfect, 1911 manufacture and guaranteed to give satisfaction. Friday, Men's, 69c, Women's, 49c, Boys' 59c, Misses' 43c, Children's, 34c.

For Boys and Girls and Men and Women who want to keep their feet and hands warm and comfortable this winter

Women's Kid Gloves, chamotte and leather, tan, black, mode, natural and white, odds and ends. Values up to \$1.00. Friday **.59**
 Women's Black Silk Taffeta Gloves, 16 button length, extra fine finish, 6 to 7. \$1.00 value. Friday **.59**
 Boys' Leather Gloves, wool lined, dome wrist soft pliable finish, tan shades, ages 5 to 15. 50c value. Friday **.59**
 Men's Irish Knit, Heavy Wool Sox, seamless, heather shade, double heel and toe. 25c pair value. Friday **.19**
 Women's Fleece Lined Black Cotton Hosiery, fast color, double heel and toe, extra value. Friday, 12½ **.19**
 Women's Plain and Ribbed Black English Cashmere Hosiery, double heel and toe, 5 to 10. Friday, pair **.20**
 Boys' and Girls' Ribbed Black Cashmere Hosiery, medium weight, good wearing yarn, double heel and toe, 6½ to 10. Friday **.19**
 Women's All Wool Plain Black Cashmere, full weight, extra fine yarn 8½ to 10. 30c value. Friday **.25**

Friday Furniture

Iron Bedsteads, in pure white enamel finish, in full size only. Regular price \$6.50. Friday Bargain **3.49**
 Mattresses, well filled with fibre and felt and covered with good quality ticking. Regular price \$5.50. Friday Bargain **4.40**
 Buffets, made of hardwood and finished early English good upboard and drawer space. Regular price \$18.75. Friday **12.90**
 Library Tables, made of selected quarter-cut oak in turned finish, a massive design. Regular price \$27.00. Friday Bargain **18.45**
 Dining Room Suite, in genuine mahogany, Colonial design Buffet, Dining Table, China Cabinet, Dinner Wagon, 5 small chairs and 1 arm chair. Regular price \$467.00. Friday, Special **345.00**

What could be more seasonable than a good heavy winter blanket? These, although slightly soiled, are an absolute bargain; so are the other items.

Winter Blankets, some in all wool, others with a small percentage of cotton, slightly soiled from handling. \$5.50, Friday **2.98**
 100 Cambric Comforters, in double bed size, 72 x 72, well filled with a pure white filling, good colorings. Friday **1.35**
 English Nainsook, 42 inches wide, nice sheer needle finish. Regular 14c and 16c, Friday, yard **.12**
 Pure Irish Linen Table Cloth, in new dainty designs, bordered all round. Regular up to \$2.50, Friday **1.85**
 Phone direct to Lazen Dept., 2nd floor.

Wall Paper, Paint ETC.

Odd Walls and Ceilings, from 8c, 10c and 15c lines. Friday, per roll **.12½**
 Odd Borders, 9 and 18 in. Up to 25c and 35c roll. Friday, per roll **.7**
 Bedroom and Sitting Room Paper, in assorted colorings and designs. Regular to 25c roll. Friday **.13**
 Paints, in half-pints and pints. Special per half-pint, Friday, .8; pint, Friday **.17**
 Kalso, any wall color. Friday special for small package, .12; large package **.21**
 Wax for floors and furniture, 2-lb. tins, special Friday **.76**; 5-lb. tins, special Friday **1.96**
 Kalso Brushes, for rough work. Friday special **.11**

Full line of Paints, Fifth Floor.

Some men get hold of the idea that in order to buy Good Clothes it is necessary to spend a lot, but however deeply rooted that idea has grown, it is immediately removed when the man wears a Friday Bargain from Simpson's.

The fact is we do NOT keep odds and ends and broken lines. They go to make up GREAT MONEY SAVERS like these:—

Tweed and Worsted Suits, greys and browns predominate, beautifully tailored. Less than half-price on Friday at **7.95**
 Overcoats, black and fancy tweeds. Friday **8.90**
 Trousers, good wearing tweed, in grey. Friday **.98**
 Boys' Ulsters, double-breasted, brown English tweed. Sizes 25 to 29 **4.50**
 Boys' Fancy Overcoats, dark grey tweed, velvet collars. Sizes 21 to 25 **3.75**
 "Buster Brown" Suits, sizes 20 to 25 **2.98**
 Boys' Shirt Waists, stripes and checks, for 4 to 14 years. Friday **.39**
 Men's Sweater Coats, both collars, many colors. Reg. to \$3. Friday **1.99**
 Men's Heavy Night Robes, flannel-ette, neat stripes. Reg. 75c. Friday **.59**
 Underwear, double-breasted, winter weight. Sizes 34 to 44. Value is \$1.25. Friday **.59**
 Stiff Hats, finest fur felt, in black. Friday **.95**
 Soft Hats, new shapes, rough finishes, black, brown, fawn and grey. Sold at \$2. Friday **.79**
 Boys' Varsity Caps, fine navy serges, also the hoodwork shape, in navy and fancy tweeds. Friday **.10**
 Children's Wool Toques, honeycomb or plain stitch. Friday **.29**
 Children's Felt Turban Hats, cardinal, white, fawn, green or scarlet, small, medium or large brims. Regular 75c and \$1. Friday **.59**

All Kinds of Carpet Bargains for Friday

Best five-frame Brussels, regular \$1.45, special **1.37**
 Heavy Special Quality Brussels at **.98**
 Short lengths of Best Wool Carpets at **.49**
 English Axminsters, regular \$3.50, special **1.97**
 Fine Wiltons for the living room, dining room, den, special **1.57**

Squares

Best English Seamless Tapestries, in the most approved designs and colors, 9 x 10.6, **11.65**; 9 x 12 **13.65**
 Made up from short ends of standard carpets, Brussels, Wilton and tapestry. Odd sizes, bargain prices.

Small Rug Mats

Heavy Reversible Smyrnas, some slightly imperfect, but at such a bargain price. 3 x 6, **3.07**; 2 6 x 5 **2.25**

Half Smyrna Rugs

99c each, size 3 x 3, and there are two alike of some, so that you can sew them together and make a fine rug 6 x 3.

Oilcloth—Attractive Prices

A square yard **.27 and .32**
 Scotch Inlaid Linoleum
 Square yard **.85, 1.00 and 1.25**

Provisions that come from the best sources and are sold at the lowest prices

2,000 bags choice Family Flour, ¼ bag **.56**
 Choice Currants, cleaned **3 lbs. 25**
 California Seeded Raisins, package **.10**
 Yellow Cooking Sugar **8½ lbs. 50**
 Perfection Baking Powder **3 tins 25**
 Mixed Peel, Orange, Lemon and Citron, per lb. **.15**
 Pure Rattle Rendered Lard, per lb. **.14**
 Canada Cornstarch package **.7**
 Finest Creamery Butter, in prints, per lb. **.29**
 Choice Rangoon Rice **5 lbs. 25**
 Pearl Tapioca **3 lbs. 25**
 Canned Corn Ayler Brand **3 tins 25**
 800 Pickled Shoulders of Pork, 6 to 8 lbs. each, lb. **.10**
 2½ LBS. PURE CELONA TEA, 55c.
 A blend of India and Ceylon Tea; one ton. Friday, black or mixed **2½ lbs. 55**

The Robert SIMPSON Company Limited

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