

**SIMPSON**

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROBS: Mild and partly fair, with light local snowfalls.

**SIMPSON**

### Ready-to-Wear Garments for Friday Bargains

Mantle Dept., 3rd Floor. MISSES' OR SMALL WOMEN'S DRESSES.

Made in one piece, of a special quality wool serge, in navy and cardinal, have kimono waist and sleeves, with semi-low collar outlined with plain cloth tabs and trimmed with small metal buttons. At the knee line is deep fold of self, continued to bottom with plain flounce. Regularly 7.25 Friday 4.95

#### WOMEN'S WINTER COATS, \$3.49.

The materials of these coats are of this year's selection. There are grey and black, diagonal striped worsteds, black or brown imported frieze cloths, dark tweeds in navy, brown or grey mixtures, made on close-fitting or straight lines, some buttoned up to throat with turnover collar, others with velvet collar and cuffs and strapping of self. Well tailored sleeves and patch or flap pockets. Regularly 10.00. Friday bargain 3.49

#### WOMEN'S SKIRTS.

Good diagonal serges in black or navy, panamas in navy and black and white shepherd's check material, are made up in different ways, mostly pleated and button trimmed. Regularly 5.00 to 7.50. Friday bargain 3.79

#### PONETTE COATS FOR GIRLS.

Coats for winter wear, made of ponette in fawn, with a light dark stripe and lined throughout with grey brocade saffron. They have storm collars and turnback cuffs, and are trimmed with large grey novelty buttons. Sizes 6 to 14 years. Regularly 9.50 and 10.50. Friday bargain 5.50

#### Underwear Bargains

Women's Vests and Drawers of heavy knit all-wool, best imported make, full fashioned with high neck, long sleeves, drawers ankle length, sizes 32 to 40 bust. Regularly 2.25 and 2.50 each. Friday bargain 1.39

Girls' Vests of heavy ribbed wool and cotton mixture, high neck, long sleeves, closed front; sizes for ages 2 to 7 years. Regularly 25 each. Friday bargain 15

#### CLEARING GIRLS' WINTER DRESSES.

Of extra fine quality shrank wool serge, colors red or navy, 5-piece sailor style, large collars, silk braids and ties, silk emblems on sleeves, sizes 6 to 16 years. Regularly 6.50 to 7.50 each. Friday bargain 3.95

#### Fascinators

Fascinators, for Girls and Misses, white shetland floss, with pink or sky edges, or in all white, extra large and long, our best quality. Regularly 7.00 each. Friday bargain 5.50

#### White Sale Prices Make Another Drop for Friday Bargains

2 styles of Nightdresses, high or slip over neck, with embroidery and ribbon. Regularly \$3.50 to \$4.75 each, Friday bargain, each 2.39

White Sale Princess Slips, nainsook, lace trim, sizes 32 to 42 bust, silk ribbon draw. Regularly \$1.25, Friday bargain 75

White Sale Bridal Sets, 4 pieces: gown, drawers, corset cover and petticoat; trimmed to match with lace frills, insertions and silk ribbons, sizes 32 to 42 bust. Regularly for the 4 pieces \$7.00, Friday bargain 4.35

White Sale Nightdresses, stripe flannel-ette, yoke tucked and trimmed with fancy braid and ruffles of goods, sizes 32 to 42 bust. Reg. 83c each, Friday bargain 59

#### CORSETS.

A wonderful offering. D and A Corsets, extra long model, heavy white coutil, low bust, extra long skirt fitted with 6 garters, finest rustproof steels, with 4 wide side steels, lace and ribbon trimmed, sizes 18 to 36 inches. Regularly \$1.50, Friday bargain, pair 95

#### INFANTS' CARRIAGE ROBES AND SHORT DRESSES.

Infants' Dresses, nainsook, lace or embroidery and small tuck trimmings, for ages 6 months, 1, 2 years. Regularly \$1.50 and \$1.75 each, Friday bargain 50

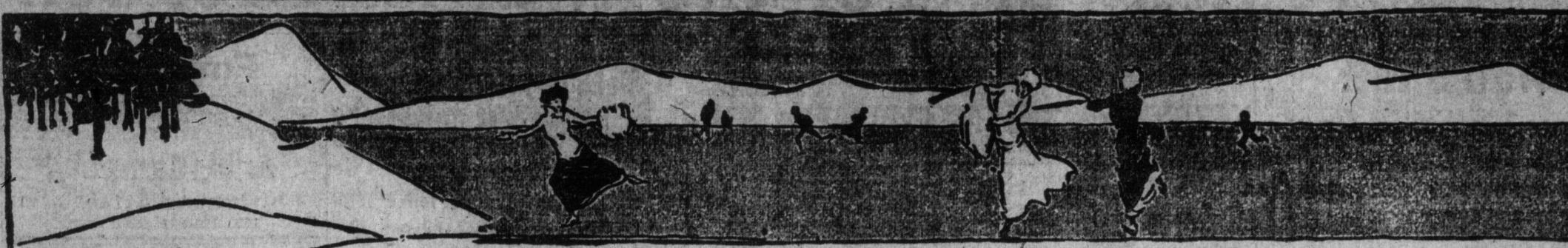
Infants' Carriage Robes, extra heavy white wool blanket cloth, lined with heavy wool flannel, plinked felt edges, size 36 x 30 inches. Regularly \$2.25 each, Friday bargain, each 1.00

#### GIRLS' FLANNELETTE DRAWERS.

Girls' Knicker Drawers, fancy striped flannelette, elastic at knees, sizes for 2 to 10 years. Regularly 25c pair, Friday bargain, a pair 15

#### Umbrellas

\$3.00 Regular for \$1.59, as Friday Bargain



## Winter--the Theme of Many Bargain Stories At The Simpson Store

### Every Waist a Money-Saver

White Lawn Blouses, tucked yoke, trimmed with embroidery and lace insertion, tucked collar, and three-quarter length sleeves, fastens in the back. Regularly \$1.25. Friday bargain 39

Net Waists, made in dainty and attractive styles, pretty lace yokes, cluster tucking; entire waist is trimmed with embroidery, guipure lace motifs and insertions, white or ecru. Regularly \$3. Friday bargain 1.95

Sample Lingerie Blouses, made of fine sheer lawn, kimono or set-in sleeves, Val. lace insertion and pin tucking; all sizes. Regularly \$3.50. Sale Friday 1.50

Waists of fine white Japanese silk, tucked back, front with group tucking, full length sleeve, front fastening, some finished with panel of guipure lace. These waists wash beautifully. Friday bargain 1.48

### Guaranteed Silk Petticoats 2.95

Women's Taffeta Silk Petticoats, guaranteed for three months' wear, in black only; are made with tailored flounces, deep under-piece of percaline; lengths 36 to 42 inches. Extra special Friday bargain 2.95

### Embroideries for Many Uses

Cambic Embroideries, Insertions and Edgings, in excellent assortment of new patterns; all widths; beautiful quality of cambic, and pretty designs in eyelet and blind effects. Friday half-price. Regularly 10c to 25c. Friday 5 to 13

Swiss Flouncings, 27 inches wide, in open-work pattern, for children's dresses. Regularly 43c yard. Friday, per yard 29

### SWISS NECKWEAR AT 10c.

Swiss Embroidered "Dutch" Collars, white lawn sailor collars, trimmed with Valenciennes lace and insertion, guipure lace stock, Swiss embroidered stocks, lace stocks with jabots. Usual selling prices 15c to 25c each. Friday bargain 10

White Tourist or Soft-pleated Mull Frilling, 1,600 boxes of our 15c and 19c quality. Friday, per box 10

### Excellent Ribbon Bargains

Broken lines of High-class Ribbons, most of it having originally sold for several times as much; all millinery grades. Friday, per yard 25

Wide Plain Ribbons, in a pure silk taffeta, 5 and 6 inches wide; colors white, cream, champagne, pink, lilac, buttercup, brown amethyst, purple, red, moss, myrtle, Nile, grey and Copenhagen. Regularly 20c and 25c. Friday bargain 9

### Silver Less Than Half

Sterling Silver Toilet Mirrors, in grey and bright finish, staple patterns, heavyweight silver. Regularly \$7.50. Friday 3.75

Sterling Silver Ladies' Hair Brushes, fitted with fine quality bristles. Regularly \$4.00, Friday 1.98

Sterling Silver Cloth or Hat Brushes, odd patterns. Regularly \$2.00, Friday .98

Sterling Silver Mounted Whisks, fancy patterns. Regularly \$1.50, Friday .75

Tooth Powder and Talcum Powder Bottles, colonial pattern glass, with sterling silver tops, Daisy pattern. Regularly 75c, Friday .24

Sterling Silver Mounted Shaving Brushes and Nail Polishers, in fancy patterns. Regularly \$1.00, Friday .49

Smokers' Sets, silver-plated, consisting of cigar and

### 8 o'Clock Millinery

A table of Trimmed, Ready-to-wear and Street Hats; Regularly \$1.50 to \$2.50. Friday, each 50

A table of Dress Hats, nicely trimmed, regularly \$4.00 to \$6.00. Friday 2.45

Two tables of Shapes, in black, brown, navy, cardinal, all good styles, regularly \$1.00, \$1.25 and \$1.50. Friday 19

Two tables of Shapes, in satin finish felts, all colors, with lot of black, regularly \$1.75, Friday 50

### CHILDREN'S MILLINERY.

One table of Children's Felt Shapes and Silk and Plush Bonnets, in colors of cardinal, navy, brown, regularly 75c, \$1.00, \$1.25, Friday 19

### Wash Goods at Broken Prices

Scotch Gingham, 28 inches wide, black and white, pink and white, blue and white, and many novelty checks and stripes. Regularly 12 1/2c, Friday 5

English Print, including a few pieces of crum, best quality, 31 inches wide. Regularly 15c, Friday 8

Small lot of Rajah Silk, fine quality, that will wash. Black, pink, sky, navy, green and mauve. Regularly 50c 29

Cotton Delaines, 30 inches wide, light colored grounds with dainty patterns, floral Paisley and Persian effects, suitable for house dresses. Regularly 15c, Friday 8

Also numerous other specials for Friday at the Wash Goods Dept., 2nd floor.

White Mercerized Brocade Vesting, fine quality, that will wash well and retain its lustre, spots and figures. Regularly 20c, special 10

No phone or mail orders.

### Many Kinds of Furs Give Bargains

25-piece Persian Lamb Muffs, extra large Empire shape, bright and glossy, satin lined. Regularly \$15.00, Friday 9.75

25-piece Persian Lamb Scarfs, 36 inches long, made cross-over style fastened with strap of self, with head and claws. Regularly \$8.00, Friday 6.50

Persian Lamb Paw Muffs, extra large pillow shape, very finest quality, New York make. Regularly \$12.00 and \$13.50, Friday 9.75

Persian Lamb Paw Neck Pieces, new fancy shape, trimmed with head, tail and claws, silk chain fastener. Regularly \$7.50, Friday 5.45

Belgian Hare Stoles, wide on shoulder, fronts trimmed with silk ornaments and tails, good black silk lining. Regularly \$5.50, Friday 3.95

### Middle-weight Suits Bring A Midwinter Price

On the eve of stock taking we find ourselves in possession of about 250 suits of odd sizes and broken assortments that have been selling for \$10.50, \$12.00, \$12.50, \$13.50 and \$15.00. The most of them are priced between \$12.50 and \$13.50, but many run as high as \$16.50.

The cut and finish are absolutely up-to-the-minute, and the materials include a wide range of English tweeds and fancy worsteds, some navy blue clay twill worsteds, etc. 250 of these suits. Friday bargain, each 7.90

### Men's Gloves of Good Grades

Suede Leather and Glace Kid Winter Gloves, warm linings, dome fasteners, strongly sewn. Regularly 75c. Friday bargain 59

Heavy Mule Leather Mittens, warm lined, close-fitting knit wrist, strongly sewn. Regularly 45c. Friday bargain 29

### Curtains and Upholsteries

Bobinette, a serviceable and neatly trimmed net, full 38 inches wide, worth regularly 25c, Friday bargain 17

Colonial, Beverly, Duplex and Versailles chintz, artistic designs, well printed, excellent for slip covers, regularly 30c and 35c quality, Friday 19

English and French Repp and Bokara Cretonnes, heavy weight, very durable, 32 and 36 inches wide, regularly 10c, 60c and 65c, Friday bargain 33

Odd and Broken Lines of Tapestry and Portiere Curtains, some fringed top and bottom, others edged one side and bottom, 50 inches wide, by 3 yards long, worth \$9.00, \$10, \$11 and \$12, to clear at \$4.98 pair.

### Rug Bargains Without Stint

English Tapestry Squares, seamless, in two patterns:— 3 x 3 1/2. Regular \$12.25. Friday 8.97

3 x 4. Regular \$14.25. Friday 9.97

3 1/2 x 4. Regular \$16.75. Friday 11.97

Heavy Quality Brussels Squares, greens and lavas:— 3 x 3 1/2. Regular \$14.00. Friday 10.95

3 x 4. Regular \$16.00. Friday 11.95

Very Heavy Quality Axminster Rugs, 2 tone fawn, trellice centres, chintz border:— 6 ft. 9 in. x 9 ft. Regular \$15. Friday 12.75

9 ft. x 9 ft. Regular \$19.75. Friday 16.75

9 ft. x 10 ft. 6 in. Regular \$22.50. Friday 19.75

9 ft. x 12 ft. Regular \$25.00. Friday 22.75

11 ft. 3 in. x 12 ft. Regular \$28.75. Friday 25.75

English and Scotch Printed Linoleum, good wearing qualities, well seasoned goods, in numerous patterns and colors. Regularly 40c, 45c, and 50c. Friday, square yard 33

### Furnishings for Men with Bargain Values

Big Negliges, plain or pleated fronts, coat or ordinary styles, largest sizes only, 15 1/2 to 18. Regularly \$1.00 and \$1.25. Friday bargain 39

Medium Weight Merino Natural Shade Shirts and Drawers; sizes 36 to 40. Regularly 50c. Friday bargain 39

Flannelette Pyjamas, military collar, hole and button fastenings, and pocket; all sizes 34 to 44 inches. Regularly \$1.25 and \$1.50. Friday bargain 89

Boys' Heavy-weight Sweaters, roll collar, navy with white or red trimmings; all sizes 22 to 32. Regularly 75c. Friday bargain 49

### Boys' Bargain in Two-Piece Suits

English and Scotch tweeds, of this favorite shades and patterns, cut double-breast sack style, with bloomer pants, English mohair and twilled linings; sizes 26 to 32. Regularly \$4.25 to \$6.50. Friday bargain 2.98

### BOYS' WINTER OVERCOATS.

Have convertible or black velvet collars, single or double-breast, and come in dark brown, grey or black; well made, with good durable linings and inter-trimmings; sizes 28 to 32. Regularly \$6.50, \$7.50 and \$8.00. Friday bargain 4.85

### The Furniture Section Offers Striking Bargains

Brass Bedsteads, in full size only, in bright, combination and satin finishes. Regularly \$22.50 to \$28.60. Friday bargain 19.00

Arm Rocking Chairs, in mahogany finish, large size, and built for comfort. Regularly \$6.75. Friday bargain 4.40

Arm Rocking Chairs, in hardwood, finished golden, strongly made, with high back. Regularly \$1.45. Friday bargain 98

Bookcases, in solid oak and finished, fumed early English or golden. Regular prices \$4.75 and \$5.40. Friday bargain 2.45

Parlor Tables, in mahogany finish, an exceptionally neat design, well made. Regularly \$5.45. Friday bargain 3.90

### Linens and Stap's

SOILED WHITE BED SPREADS, CLEARING \$1.83 EACH. For single and double beds; dimities, damasks, satins, crochets, etc., all the lines soiled or mussoed from holiday showings. Regular price to \$3.00 each. Friday 1.83 (No mail or phone orders.)

50c to 60c FRENCH AND ENGLISH FLANNELS, 19c YARD. Printed and woven flannels in Paisley, Oriental spot, and satin stripe designs, beautiful goods, only odd pieces. Regular 50c to 60c per yard. Friday 18c YARD.

8 1/2 to 10c BLEACHED ENGLISH LONGCLOTH 7c YARD. Good sturdy cloths, about a yard wide, sound thread and close weave. 1,600 yards. Regular 8 1/2 to 10c yard. Friday 7c YARD.

REVERSIBLE TURKEY CHINTZ COMFORTERS, 72 x 78 inches, for largest double beds, perfectly quilted, assorted designs, white, fluffy cotton filling. Only about 160 selling Friday, each 1.48

10c to 13c SAXONY FLANNELETTES, 7 1/2c YARD.

Best English and Canadian makes, no dressing, warm, soft, and strong, pink and sky only, about 800 yards. Regular 10c to 13c yard. Friday 7 1/2c YARD.

1,100 YARDS BLEACHED ENGLISH SHEETING, Double bed width, about 68 inch, stout, plain weave, will wash and wear well. Friday bargain, yard 18

\$2.00 AND \$2.50 DAMASK TABLE NAPKINS, \$1.44. 22 x 22 inches, pure linen, fine satin damask, perfectly bleached, neat new designs, about 150 doz. only. Regular \$2.00 and \$2.50 dozen. Friday 1.44

BROWN HOLLANDS AND SUITING CRASHES, 15c YARD.

36 inches wide, all linen, good sturdy make, and very dressy, for motor coats, tub dresses for ladies and children, etc. Regular 25c yard. Friday 15c. Phone direct to Linen Dept. (Second Floor)

### Bargains in Boots

\$5.00 MEN'S BOOTS, \$2.95. 1,000 pairs Men's Boots, tan Russia calf, black winter calf, gummetal, vici kid and patent colt leathers, button and Blucher styles, single, double and triple thick Goodyear welted soles, low, military and high heels (including 100 pairs Dra. Favorite heavy winter boots). Sizes 5 to 11. Regular values to \$5.00. Friday, 8 o'clock 2.95

\$5.00 WOMEN'S BOOTS, \$1.95. 1,200 pairs Women's Boots, patent colt, vici kid, tan Russia calf, gummetal and velours, calf leathers, button and Blucher styles (including 200 pairs "Empress" and "Relindo" samples), dull matt calf, satin and velvet tops, Goodyear welt, flexible McKay and hand turn soles. Sizes 1 1/2 to 8. Regular values to \$5.00. Friday 8 o'clock 1.95

BOYS' BOOTS. 240 pairs Boys' Boots, Blucher style, selected box tip leather, solid leather double soles. Sizes 1 to 5. Friday, 8 o'clock 1.69

CHILDREN'S BOOTS. 600 pairs Children's Boots, Blucher style, Dongola kid leather, patent leather topcap, spring heels. Sizes 5 to 10 1/2. Friday 8 o'clock 69

RUBBERS. "Dominion" and "Anchor" brand rubbers, bright, perfect, new goods, every pair guaranteed to give satisfaction. Men's, 65c; Boys, 55c; Women's, 45c; Youths', 45c; Misses', 35c; Children's, 30c.

### Men's Furs

10 Russian Marmot Lined Coats, with German otter collars, in shawl and lapel shape, fine quality black beaver cloth shells. Friday bargain 25.00

12 Men's Canadian Raccoon Fur Coats, made from dark heavy furred large skins, full 50 inches long, deep roll collars, best quilted linings. Friday bargain 49.00

Boys' or Girls' Wool Taques, short or long style, fine and homeycomb stitch, complete range of colors and combinations. Friday bargain 19

Men's Winter Caps in serges and tweeds, fur-lined ear bands. Friday bargain 25

Men's Fur Caps, assorted lot, in wedge and driver shapes. Friday bargain 255

Men's Fur Collars, electric seal, astrachan or Corean beaver. Friday bargain 350

### Savings in the China Realm

Toilet Ewers, decorative shapes. Friday bargain 49

Royal Carlsbad China Dinner Set, floral spray design, all pieces gold finished. Regularly \$22.00. Friday bargain 11.21

Table Tumblers, 1/2-pint size, straight shape, melted edge. Friday bargain, per doz. 45

### GROCERIES

Choice Family Flour, 1/2 bag 56c. Choice Valencia Raisins, 2 lbs. 25c. Currants, cleaned, 3 lbs. 25c. Yellow Cooking Sugar, 9 lbs. 50c. Pure Kettle Rendered Lard, per lb. 15c. Perfection Baking Powder, 3 lbs. 25c. Canned Sweet Pumpkin, 3 tins 25c. Canada Corn Starch, package 7c. Heaith Brand Flavoring Extracts, 2 1/2 oz. bottle, assorted, 3 bottles 25c. Finest Creamery Butter, per lb. 34c. Pickled Shoulder of Pork, lean and mild, 6 to 8 lbs. each, per lb. 10c. Finest Canned Corn, 3 tins 25c. Pearl Tapioca, 3 lbs. 25c. Choice Rangoon, Rice, 6 lbs. 25c.

2 1/2 LBS. PURE CEYLON TEA, 58c. A Blend of India and Ceylon Tea, one ton. Friday, black or mixed, 2 1/2 lbs. 58.

### Friday Values in Dress Goods

SHEPHERD CHECK SUITINGS, REGULAR VALUE 50c PER YARD, FOR 34c PER YARD. All wool English Coating Serges, black, navy and cream only. Regular value 65c per yard, for, per yard 46

English Tweed Suitings, in good designs and firm cloth. Regular 65c and 75c per yard, for, per yard 47

### Silks for Bargain Day

Black Duchesse paillette silk, skein dyed, soft finish and deep, full black, 40 inches wide. Regularly \$1.35. Friday bargain, per yard 97

Velvet Cordis for Dresses, Suits, and Children's wear, extra heavy quality, fast pile, guaranteed to give good wear and will wash perfectly, in a big range of shades, including ivory. 22 inches wide. Regular up to 75c. On sale Friday, per yard 48



The Robert SIMPSON Company Limited