More Price Surprises in

the Great

WHITE SALE

to 42 bust. Regular \$1.50 each, White Sale Wednes-

Another Charming Gown of imported cotton, has high sek and long sleeves. Sizes 32 to 42 bust. Regular-

Nightdresses, of white fiannelette. Sizes 32 to 42 bust asure. Regularly \$1.00 each, White Sale Wednes-

y \$1.75 each. White Sale Wednesday

Corset Covers are wonderfully low priced, 2 styles in fine nainsook, trimmed with lace and embroidery insertions, beading, silk ribbon and frills of lace. Sizes 32 to 42 bust. Regularly 50c each, White Sale Wednes-

Only four of these to any one customer.

Corset Coverrs of cotton, plain fitted style, no trimming, medium neck, full length style. Sizes 32 to 42 bust. White Sale price ................... 2 for .25

Drawers of fine English nainsook, Sizes 23, 25, 27 inches in both styles. Regularly \$1.00 a pair. White

Infant's Long Dress of lawn. Lengths 30 and 36 inches. Reg. \$1.65 each. White Sale Wednesday 1.19

Infant's Short Dress of nainsook. Sizes 6 months, 2 years. Regularly 90c each, White Sale Wednes-

Another style of Drawers. Sizes 23, 25, 27 inches,

both styles. Our regular 75c quality, White Sale

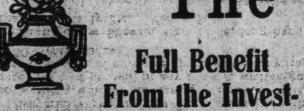
INFANTS' WEAR IN THE WHITE SALE.

# The Highest Standard for Merchandising is Set By The Simpson Store The Old Adage:--



"The Proof of the Pudding is in the Eating Thereof?"

has a parallel in the broadly planned special values outlined on this page. One trip over the store will be ample test of the feast we have spread for you.



ment of our fur coats, particularly at this season of the year.

Men's Canadian Raccoon Fur Coats, made from dark heavy furred and large skins, have the finest of quilted black Italian linings. Coats are cut 52 inches long, full sweep, and deep rolling collars. Reg. \$70.00. Wednesday ... 56.50

Men's First-grade Black Galloway Fur Coats, extra heavy and close, full furred skins, give long wear and always retain their luxurious appearance. Wednesday ..... 29.50

of the men is the secret of the steady growth of our Men's Wear Section.

comes with every one Whatever is new and desirable tinds its way promptly to our counters.

### Wednesday's Trouser Sale

English Worsted Trousers, in fancy stripe materials, medium shades of greys, made in the prevailing style, with five pockets, side straps, tabs on hip pockets, all well tailored. Regularly \$2.75, \$3.00 and \$3.50. Wednes-

Worsted Trousers, in medium shades of grey, well tailored in good style and giving big values. Wednesday

Neglige and Dress Shirts. Reg. \$1.25, \$1.50 and \$2. .98

# Holding the confidence Three Items from the **Boot Section**

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BOYS' BOOTS.

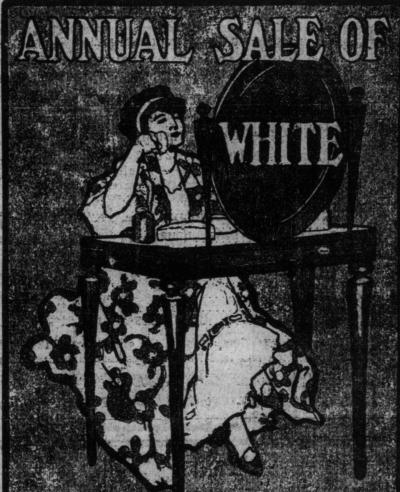
400 pairs Boys' Boots, box kip leather, blucher style, solid leather soles and heels, a boot that will stand hard usage and neat enough for dress wear. Sizes 1 to 5. Wednesday 1.69

#### MEN'S BOOTS.

360 pairs Men's Boots, button and blucher styles, tan Russia calf, patent colt, gun-metal and vici kid leathers, single and double Goodyear welted soles; sizes 5 to 11. Wednesday ...... 2.95

### WOMEN'S BOOTS.

600 pairs Women's Boots, patent colt, tan calf, gunmetal and velours calf leathers, light, medium and heavy soles, button and blucher styles; sizes 2½ to 7. Wednesday. 2.49



## Corsets at Half Price

600 pairs of D. and A. Model, long and graceful, with the new low bust, filled with finest rustproof steels, four wide side steels, six strong elastic garters, skirt hook below front clasp; deep, handsome lace and ribbon; model for medium figures. Sizes 18 to 26 inches. Regularly \$2. 

# A New Sale Price for White Blouses

Smart Tailored Shirt Waists of white vesting, silk stripe, and figured design, are plain fitting, and have the new set-in sleeves, strapped seams, kerchief pocket, and linen collar. Regularly \$1.50. Wednesday ..... 1.00

White Lingerie Blouse, of fine sheer lawn, baby tucking, front and back, yoke of lace insertion and embroidery motif; smart kimono sleeve, tucked and lace trimmed. Regularly \$2.00. Wednesday .... 1.59

## Quick Clearing Prices for Women's **Suits and Coats**

(Also Misses' Sizes)

They might reasonably be expected to bring more nearly their value, for they are good in every way, and very attractive in material and cut. Neverthless they must go before stocktaking, and many a woman will profit by the business exigency.

REGULAR PRICES \$15.00, \$17.50 AND \$25.00, WEDNES-DAY \$8.79

Suits for misses and women have coats lined throughout with silk or satin, show mannish tailoring on their notched or large rever collars; they are velvet or braid trimmed, and have slash or patch pockets; the panel skirts are pleated or plain; made from imported tweeds, English serge and French Venetians; colors in the lot are brown, green, navy, black and tweed mixtures. Regular prices \$15.00, \$17.50 and \$25.00, 8.79

The same wife a conference of a seconds, we also a us a standary a WINTER COATS FOR WOMEN.

These coats are cut from English tweeds, in dark mixtures broadcloths in navy and grey, and Irish frieze cloth in brown and in navy; the coats show a variety of styles, with semi-fitting or loose backs; tailored sleeves and turn-back cuffs or ragian sleeves; some have velvet or satin trimmings. Reg- 8.79 

WOMEN'S TWEED SKIRTS \$3.25.

Walking Skirts of camel's hair tweed, in dark green or gree mixtures, are made in a 6-gore style, with plain front 3.25 and double panel effect in back. Special value....

### Baby Ribbon in Eunches

Single Face Satin Baby Ribbon, white, sky, pink, yellow, Nile, turquoise, black, old rose; purple, moss and red; widths 1/4. 1/4 and 3/8 inches. Regularly 1c, 11/2c and 2c per yard. All to be cleared on Wednesday at Half-price.

2	d on wednesday at 1 and P	
	%-inch width, 10 yards	
	1/4-inch width, 7 yards	
	3/8-inch width, 5 yards	

### Materials for Dresses and Gowns

approved by fashion centres and recomby decided mended price reductions.

#### SILK STRIPED VOILES AT 29c.

Fortunately for our customers these goods were delayed and are now an odd lot, the other voiles of the lot having arrived and been sold. We cannot carry them past stock-taking, and are prepared to stand a loss on them to effect an immediate clearance, 33 pieces in all, comprise a full range of evening wear shades and darker shades for street wear. One day's selling at this price should clear them. 40 inches wide. Regularly 50c per yard. Wednes-

#### FROM THE SILKS AND VELVETS.

300 yards Rich Black Satin-tinished Silk, full black, French dyed, one yard wide, Regularly \$1.34. Wednesday, per yd... 1.10

110 yards only Black Silk Plush, heavy fast pile and perfect finish. The balance of our stock of guaranteed coating plushes. Regularly up to \$8.00 per yard, to be cleared Wednesday. 50 inches wide. Per yd. 4.25

### Snapslo's From the Millinery

Ostrich and Marabou Mounts, 40 dozen, black, white, sky, navy. Regularly 85c to \$1.20. Wednesday, each ... ... .35 1,000 shapes, 12 styles. Regularly \$1.00, \$1.50 and \$2.00. Wednesday .... ... .25

# Many Pennies to be Earned By the Savings on the Linens and Staples

The values are strong even for this department, which has a reputation for liberality in its specials.

ENGLISH SAXONY FLANNELETTE 5c YARD.

ODD SATTN DAMASK TABLE CLOTHS \$2.43 EACH. 2 x 3 and 2½ x 2½ yard sizes only, full fine satin damask, elegant bordered design, thoroughly bleached, and of the purest of linen; about 45 cloths in all; a clearing of half a dozen odd lines. Regular prices up to \$6.00 each. Sale price Wednessians 

### ALL \$2.00 HORSE BLANKETS \$1.00 EACH.

Only about 50 to sell, best makes in canvas or jute, with full kersey liming, shaped and strapped, and some fitted with stay-on. Regular \$2.00 each. Sale price Wednesday ...... 1.00

300 PAIRS HEMMED SHEETS \$1.22 PAIR.

70 x 90 inches, for double beds, made from stout English sheetings, plain bleached; rare value for buying in your sheet supply. Sale price Wednesday, pair ...... 1.22 BLEACHED ENGLISH LONGCLOTH 8c YARD.

400 YARDS WHITE BLOUSE LINEN 29c YARD. Yard wide, pure linen, finest bleach, superior Irish manufacture; a delightful blouse linen. Sale price, per yard, Wednes-

NAINSOOKS, FINE QUALITY, 12 YARDS \$1.78. A delightful English nainsook for night gowns and lingerie, free from dressing, beautiful round thread, 36 inches wide, 12 yards in each piece. Sale price Wednesday, 12 yards for 1.78 (Second Floor.)

#### Second Day of the Lace Curtain Selling This sale comprises a large selection of Nottingham, Irish

Point, Battenberg and Point Arabian Curtains, shown in many attractive designs, with neat and pretty effects. The extremely low prices quoted below compel the consideration of careful

3,000 pairs Nottingham Lace Curtains. Regularly 75c and 1,000 pairs Nottingham Lace Curtains. Regularly \$1.25.

Many other special pairs in curtains of all grades.

### Get a New Wringer

Imperial Wringers, best Canadian make, with spiral springs, covered cog wheels, standard grade rubber rolls, and improved sure grip clamps; will fit any tub. A written guarantee for one year from date of purchase given with each wringer. Regularly 

Arctic Snow Shovels, steel blade, long handle, for snow or 

Rob Roy Hockey Skates, double end, solid steel blade, heavily nickelled, straight runners, strongly braced and light; sizes 8½ to 11. Regularly \$3.00. Wednesday ....... 1.89



# A Lesson in Home Economy--See the Simpson Basement Sales

### Every Kind of Glassware HAS ITS SPECIAL PRICE

Rarely can you do so much to equip your diningroom, kitchen and cabinets for so little money. Some of the pieces are as follows:-

400 pieces Genuine Cut Glassware, many in the new matt finish, Toothpick Holders, Mustards, Marmalades, Salt Cel

lars, Knife Rests, Olive Dishes. While they last ...........29 100 pieces Venetian Glassware, beautiful gold laid design, Footed Comports, Water Jugs, Cream and Sugar Sets, Water Bottles, etc. January Sale ......

300 Lemonade Sets, 7 pieces, handsome decorations. Regular \$1.00. January Sale ...........

\$3.25 Sugar and Cream Sets, sparkling cut glassware. January Sale, per set ...... 1.98 \$200 Punch Bowls, sapphire design. January Sale 75.99

\$50 sample pieces of Cut Glassware, comprising Corset. Shape Vases, Large Rose Bowls, Tankard Jugs, Handsome Trays. One price, January Sale ...... 19.93 GENUINE HAND CUT GLASSWARE FOR \$3.99. (See Special Table.)

Many of these pieces are regularly sold for prices ranging above \$7.00. The assortment comprises Berry Bowls, Sugar and Cream Sets, Wine Decanters, Claret Jugs, Flower Vases. 

# The Graniteware Sale

Still continues to give its unprecedented values. Come and supply your needs while the supply is unbroken.

### See the Demonstrations of Pure Foodstuffs in the **GROCERY SECTION** ITEMS FOR WEDNESDAY

One car Standard Granulated Sugar, 17 lbs., 1.00. 2,000 stone Fresh Rolled Oats, per stone, 43. 1,000 lbs. Choice Prunes, 2½ lbs. .25. Finest Canned Corn, 3 tins, .25. Canned Peas, per tin, .11. 400 Choice Picnic est Canned Corr, 3 tins, 25. Canned Peas, per tin, 11. 400 Choice Picnic Hams, smoked, lean and mild, 6 to 8 lbs. each, per lb., 13. Pure White Clover Honey 5 lb pail, 68. Lake of the Woods Five Roses Flour, 1/4 bag in cotton, 1/83. One car California Sunkist Oranges, good size, sweet and seedless, per dozen, 25. Heather Brand Cocoa, 1/2 lb. tin, 20. Canned Haddle, Brunswick brand, per tin .11. Canned California Yellow Peaches, large tin, 25. Post Toasties, 3 packages, 25. Edward's Dessicated Soups, tomato, white and brown, 6 packages, 25.

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