

**SIMPSON**

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROBS Fine, and a little higher temperature.

**SIMPSON**

# We Open December With a Wonderful Array of Christmas Bargains

### Interesting Prices on These Ready-to-Wear Garments for Women

#### Women's Suits at \$4.69

Materials are French Venetians, English serge and tweed mixtures; coats are silk-lined, neatly tailored or novelty trimmed; tailored or large rever collars; single or double-breasted; skirts are gored, pleated or plain styles; colors navy, brown, black, green and tweed mixtures. **4.69** Regular prices \$10, \$14.50 to \$17.50. Friday

#### Women's Coats, \$3.49

A collection of Women's Winter Coats; materials are diagonal worsteds, in grey and black, stripe, and dark tweed mixtures; semi-fitted or loose backs; strappings of self and buttons, or in plain style; buttoned up to throat, with turn-over collar. Regular prices up to \$12.50. **3.49** Friday

#### Girls' Coats, \$4.95

Girls' Coats, of fine quality beaver cloth, in brown, green and purple. These coats are slightly form-fitting; some have pleats on skirts; others plain tailored, and others lined to waist with cashmere; ages 8 to 14 years. Regular prices up to \$10. Friday **4.95**

### Linens and Staples

100 pairs unshrinkable wool blankets, 60 x 80, closely woven, pink or blue borders. Regular \$2.50 and \$2.75. Clearing Friday, pair **1.95**

Turkey Chintz Comforters with pure white filling. Double bed size, 72 x 72. Friday **1.49**

1,000 yards heavy English flannel-ette, 36 inches wide, in assortment of light and dark stripes, Friday, yard **.9**

1,000 yards English longcloth, nice soft finish, full 36 inches wide, Friday, yard **.74**

150 Pure Irish Linen Table Cloths, about 2 x 2 1/2 yards, pretty designs, bordered all round. Friday **1.19**

Clearing, 200 pieces of Handkercher Covers and Scarfs, in pretty drawn work, designs 32 x 32 and 18 x 24, upstairs and floor. Regular 75c each. Friday **.48**

2,000 yards Roller Towelling, 17 inches wide, good serviceable towelling. Friday, yard **.62**

200 pairs sheets, made out of good heavy sheeting, 68 x 90. Friday, pair **1.00**

### Wash Goods

Fine English print, 31 inches wide, mostly white grounds, with dainty fancy stripes of various colors, guaranteed fast. Reg. 12 1/2c. **8**

Scotch Gingham, plain and fancy checks, about 20 good designs. Regular value 12 1/2c. **8**

Wrapperette for dressed wrapper kimono, etc., navy, black and other colored grounds, fast colors, checks and dots. Reg. value 12 1/2c. **7 1/2**

Gurich washing silk, small diamond design or the favorite polka dot; black, cream, mauve, pink, sky grey, etc. Reg. value 35c. **19**

No phone or mail orders.

### Evening Wear Fabrics

1,700 yards of Dainty Silk Striped Voiles in a variety of designs and colorings, including sky, pink, coral, maize, apricot, mauve, tan, brown, new blues, greys, reseda, ivory and black. Regular values to 75c per yard. On sale Friday **.48**

Silk and Wool Girdles in a complete range of pastel and other shadings; a combination of silk and wool yarns that gives great service and a rich appearance. Reg. value 75c. On sale Friday **.63**

Silk and Satin Striped Taffetas in a variety of new designs; an ideal fabric for party dresses or separate waists; pure wool qualities in dainty self and two-toned silk and satin stripes; a collection of shades suitable for street, house or party wear. Regular value 60c per yard. On sale Friday **.46**

**DOUBLE WIDTH BLACK SILK** 90c.

We have just 500 yards of Rich Black Silk to sell at this price. Rich Black Satin Paillette, a silk of unquestionable quality, but a little irregular in weave; guaranteed to give every satisfaction in wear. Regular \$1.50 quality, 39 inches wide, Friday per yard **.93**

5,000 yards colored paillette satin, mervellous and satin de chene, in all the leading shades, also ivory and black, beautiful heavy quality, firm, even weave, also a big range of black and white checks, in a chiffon taffeta weave, regular 65c, 75c. Friday bargain, yard **.47**

### Low-Priced Millinery

**800 HATS AT \$1.85.**

200 and over, Trimmed Hats, all colors, and all good styles; but must go to make room, worth from \$3 to \$5. Friday **1.85**

300 Ladies' Beaver Hats in colors, and Children's Beaver Hats in white or colors, regular \$3.50 to \$5 each. Friday **1.85**

**1,000 HATS AT 38c EACH.**

Untrimmed Felt Shapes, in black or colors, good styles and serviceable goods, regular \$1.00 to \$1.50 each. Friday **.38**

Children's Untrimmed Hats, hats with cords, bearskin tams, bonnets, etc., worth from 75c to \$1.26. Friday **.38**

### Here are Bargains for Women, Girls and Infants

75c and \$1.00 Corsets, strong, heavy white coutil, popular models, sizes 18 to 26 inches. Friday bargain **.50**

\$1.75 Women's Brassieres or Bust Supporters, white batiste and fine embroidery, sizes 32 to 40 bust. Friday bargain **1.00**

\$1.50, \$1.75 and \$2.00 Night Dresses for women, fine white flannelette or nainsook, all sizes. Friday bargain **.89**

\$2.00 to \$2.50 Women's Combinations, fine white or natural all-wool, high neck, long sleeves, ankle length, sizes 32 to 38 bust. Friday bargain **1.25**

\$1.00 and \$1.25 Women's Heavy Velour Cotton Flannel Skirts, fancy stripes or plain colored, length 36 inches. Friday bargain **.75**

55c to 65c Children's Knit Merino Sleepers, natural color, feet attached, sizes 2 to 10 years. Friday, all sizes **.50**

\$2.00 Girls' Sweater Coats, fine knit wool, high neck, brass buttons, belt, colors cardinal, grey, navy, sizes 2 to 8 years. Friday bargain **1.25**

\$2.00 Girls' Dresses, fine black and white shepherd's check, blue or red trim, brass buttons, sizes 2 to 6 years. Friday bargain **1.25**

\$4.50 to \$6.50 Girls' Dresses, fine serges and Panama, silk pipings and buttons, navy, cardinal, brown, sizes 6 to 14 years. Friday bargain **2.95**

\$6.00 Women's Coat Sweaters, Pen-Angle make, fine knit wool, white, grey, reseda, three-quarter length, sizes 32 to 42. Friday bargain **3.50**

\$2.00 Infants' Dresses, fine sheer lawns, fine embroidery or lace trim, sizes 6-months to 2 years. Friday bargain **1.00**

### Women's Furs

25 Mink Marmot Stoles, made from finest "Orenberg" skins, 10 inches wide on shoulder, 100 inches long; has military collar; handsomely trimmed with bias fold of self, and 20 large squirrel tails, fine satin lining; a stylish and serviceable garment. Regular price \$27.50. Friday **19.50**

25 Mink Marmot Muffs, very finest "Orenberg," extra large bolster shape, shirred satin ends, nicely finished; some have ornament of self, two styles. Regular \$15. Friday **7.95**

Black Belgian Hare Stoles, extra long fronts, wide on shoulders; some have square backs; nicely lined with black silk, and trimmed with tails. Regular price \$7.50. Friday **4.95**

Black Belgian Hare Muffs, large rug shape, trimmed with heads and tails, nicely lined with black silk. Regular \$7.50. Friday **4.95**

### Petticoats and Sacques

**FLANNELETTE DRESSING SACQUES** 90c.

Women's Dressing Sacques, of figured flannelette, navy, sky or black; one with shirred waist; another has belt; trimmed fancy self border; sizes 34 to 44. Friday bargain. **.39**

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

Women's Petticoats, of black mercerized sateen, body lined with red flannelette, pin tucked and strapped founce, with two frills; lengths 36 to 42. Regular \$1.25. Friday **.95**

### Hosiery and Gloves

Women's Plain and Ribbed English Cashmere Hose, 8 1/2 to 10. Friday **.20**

Women's Fleeced-lined Black Cotton Hose, fall weight, 8 1/2 to 10. Friday **.12 1/2**

Women's Shot Silk Cashmere Hose, colored effects only, 9 to 10. 50c value. Friday **.29**

Children's All-wool "Jason" Brand Cashmere Hose, blue only, 6 to 8 1/2. Regular 35c. Friday **.19**

Women's and Children's Winter Weight Worsted Hose, extra good value, 6 to 10. Friday **.25**

Women's Real French Kid Gloves, perfect finish, odds and ends, all sizes and colors. 75c value. Friday **.59**

Women's All-wool Black and Colors Cashmere Gloves, half silk lined, 6 to 7 1/2. 50c value. Friday **.29**

Men's Dress Kid Gloves, wool-lined, one dome clasp, soft, pliable finish, 7 to 9 1/2. 75c value. Friday **.59**

### Samples in the Fancy Needlework Dept.

A sale of 200 pieces of fine linens and laces, this is a sample lot, and a few counter mused pieces from our own stock, 18 x 54 and 18 x 72, and drawn work on fine linen, 30 x 30 inches, in the same, 30 x 30, and 36 x 36 in fine rennaissance lace, 30 x 30 and 18 x 54 fine torchon pieces, also some fine Cluny centres, and numerous other pieces. These are all perfect in weave and quality, and would sell ordinarily at \$1.25, \$1.50, \$1.75, \$2.00 and \$2.50 each. Great Friday bargain, each **1.00**

No phone or mail orders.



## TO-MORROW

will be December the first; do you realize that there are only twenty shopping days between now and Christmas?—and you were going to shop early! Well, begin to-morrow; here are opportunities that you'll never improve upon by waiting.

### Note These Prices on Good Clothing for Men

#### Men's Winter Overcoats, \$8.95

150 Men's Winter Overcoats, consisting of single and double-breasted ulsters, in heavy-weight English tweeds and friezes; also some medium grey and browns, made up in single-breasted Chesterfield style, with self collars, and some with velvet collars; an assorted lot, broken lines, odd sizes and sample garments, which were made to sell in the regular way at \$12, \$13.50, \$15 and \$16. Sizes 34 to 44. To clear Friday at **8.95**

#### Men's Winter Suits, \$7.95

Made from good English tweeds and worsteds, cut single-breasted, three-button style. Regular to \$15.00. Friday **7.95**

A coat made from heavy brown duck, corduroy collar, lined with warm checked Mackinaw lining, interesting of slicker, making it proof against wind and rain. Friday **2.00**

#### Winter Clothing for Boys

65 Boys' Double and Single-breasted Ulsters, with convertible collars. The cloths are English tweeds, in dark brown, dark grey and a number of fancy mixtures. The linings and trimmings are first-class and the tailoring the best. Sizes 28 to 35. Friday **4.95**

24 Little Boys' Fancy Overcoats, made from black English frieze and fancy tweed cloths. For boys from 2 to 4 years. Sold regularly at \$3.50 and \$4.00. Sizes 20 to 22. Friday **1.98**

### Sample Waists \$2.79

300 lovely sample Waists, the collection of one of the best makers in Canada, fine net, lace, chiffons and silks, in black, white, ecru and a choice collection of colors; sizes 34, 36 and 40 inch. Regular prices from \$3.95 to \$7.50. **2.79** Great Friday bargain

No Phone or Mail Orders.

### Boots and Rubbers

Women's Boots, button and blucher style, tan calf, patent calf and donola kid, ather, high Cuban, military and low heels; sizes 2 1/2 to 7. Regular \$2.49 and \$3.00. Friday **1.99**

Men's Boots, blucher style, patent calf, tan calf, gummetal and donola kid leathers; sizes 5 to 11. Regular \$2.95 and \$3.50. Friday **1.99**

Boys' Boots, blucher style, tan calf, patent calf, gummetal and box kip leathers, "Boy scout" and other brands; sizes 11 to 5. Regular values to \$3.50. Friday **1.69**

Children's Boots, donola kid leather, blucher style, patent toecap, spring heels; sizes 5 to 10 1/2. Friday **.79**

Rubbers, bright, new, 1911 manufacture, every pair guaranteed perfect and to give satisfactory wear. Men's, 65c. Boys', 55c. Women's, 48c. Misses', 35c. Children's, 30c.

### The Paris Model Dept. Announces an Important Readjustment of Prices on Imported Apparel for Women and Children

About \$10,000 worth of the highest class merchandise will be offered for sale to-morrow on the Third Floor for about \$5,000, or half-price. See this morning's papers for fuller details.

### Gift Books

All the Standard Poets, in thin paper editions, bound in seal morocco, padded, gold-roll, round corners, from 85c each to \$1.89 each.

Crowell's thin paper Poets, inlaid leather, a very handsome gift book. Price **1.75**

A large selection of handsome Book-lets, from 15c to 50c each.

New publications, "The Money Moon," by Jeffrey Farnol, author of "The Broad Highway"; "A Likely Story," by De Morgan; "The Case of Richard Meynell," by Mrs. Humphrey Ward; "The Following of the Star," by Florence Barclay. Our price, each **1.10**

### Groceries

2,000 bags Choice Family Flour, 4 lb. bag 56c. Choice Currants, cleaned, 3 lbs. 25c. Choice Valencia Raisins, 3 lbs. 25c. Yellow Cooking Sugar, 8 1/2 lbs. 50c. Mixed Peel, orange, lemon and citron, per lb. 15c. Pure Kettle Rendered Lard, 1 lb. package 15c. Perfection Baking Powder, 3 tins 25c. New Orleans Molasses, Cherry Grove brand, 2-lb. tin 10c. Canned Corn, 3 tins 25c. Choice Creamery Butter, per lb. 31c. Pearl Tapioca, 3 lbs. 25c. Choice Rangoon Rice, 6 lbs. 25c. 400 Picked Shoulder of Pork, lean and mild, 6 to 8 lbs. each, per lb. 10c. Choice Poultry, prices right.

**2 1/2 LBS. PURE CELONA TEA** 58c.

A blend of India and Ceylon Teas, one tin, Friday, black or mixed. 2 1/2 lbs. **58**

### Look at These Jewelry Bargains!

\$2.00 to \$4.00 9k. and 10k. solid gold Pearl Brooches. **1.50** to \$2.50 gold filled Locketts. **2.50** to \$3.50 gold filled Rope and 9k. Curb Necklets. **2.00** to \$3.00 solid gold Pearl Rings, Signet and Birthdays Stone Rings. **1.50** to \$2.75 10k. Plain Cuff Links and fancy engraved gold filled Cuff Links. **\$2.25** Women's and Men's Watch Fobs, signet or stone set charm, safety chain attachment. **1.50** to \$2.00 solid gold Earrings, pearl settings and fancy settings, new style. **\$2.00** Pearl Pendant Locket Charms, with gold filled necklace attached. **1.50** pearl filled Necklets. **\$2.00** 10k. Pearl Scarf Pins, fine real pearl settings. **\$2.50** Expansion Bracelets, three different patterns; clearing over 1,000 pieces of guaranteed jewelry bargains.

**ALL ONE PRICE—98c**

**\$3.00 WATCHES FOR 85c.**

Men's or Boys' Gummetal Watches, 12 size; neat, thin model, fitted with a fine nickel Swiss movement, balance wheel running on jewels, fancy dial, gilt hands; a strong and reliable timekeeper. Regular price \$2.50. Friday **.85**

Along with these we have a few Ladies' Wrist or Chate-laine Gummetal Watches, O size, Swiss movement, pendant set, plain dial, accurate timekeeper. Regular \$2.25. While they last Friday **.85**

Leather Wristlet for the above watch 35c extra.

### Thousands of Handkerchiefs

A big bargain for school girls: 6 Irish lawn lace trimmed handkerchiefs for **.15**

Swiss sample handkerchiefs, 20c and 35c each, Friday, 2 for **.25**

Women's lawn handkerchiefs, Friday, 12 for **.25**

**LACES.**

90c per yard val. and torchon laces for **.10**

15c per yard val. and torchon laces for **.7**

### One-piece Rugs at Sensational Prices

Unprecedented value in English Tapestry and Velvet Rugs, woven in one piece, beautiful designs and colors. Extraordinary value:

The Tapestries are: 10.6 x 12.0, regular \$16.75, special \$12.67; 9 x 12, regular \$14.25, special \$10.67; 9 x 10.6, regular \$12.25, special \$9.47.

The Velvets are: 10.6 x 12.0, regular \$25.00, special \$19.75; 9 x 12, regular \$21.00, special \$16.75; 9 x 10.6, regular \$18.50, special \$14.75.

### Great Chances for Homefurnishers

**MAGNOLIA ENGLISH CRETONNE** 17c.

100 yards English Cretonne, in large range of patterns and color effects; very suitable for curtains, valances and bed spreads: Regular 25c. Friday, per yard **.17**

**SINGLE-FACED VELOUR** 98c.

Very best quality of Imperial Linen Velours, four shades of green only, slightly imperfect. Regular \$1.50. Friday, per yard **.98**

**CUSHION FORMS.**

Russian Down Cushion Forms, well-filled, covered in white cambrics; an excellent opportunity to secure the forms at such a reasonable price. All sizes:

18 in. x 18 in., regular 30c, special Friday 27c. 20 in. x 20 in., regular 40c, special Friday 37c. 22 in. x 22 in., regular 50c, special Friday 43c. 24 in. x 24 in., regular 60c, special Friday 53c. 26 in. x 26 in., regular 70c, special Friday 53c.

### Bargains in Furniture

Dressers, in dull mahogany finish, large size, with heavy oval plate mirror. Regular price \$18. Friday bargain **13.90**

Wardrobes, in quarter-cut oak finish, good hanging space and long, deep drawer. Regular price \$11.75. Friday bargain **9.30**

Parlor Tables, in mahogany finish, shaped top and turned legs, with brass feet. Regular price \$3.80. Friday bargain **2.95**

### Wall Papers

Mica Wall Papers, odd walls, borders and ceilings. Regular to 8c roll. Friday **.3**

Cottage Papers, for ordinary rooms, assorted colors. Regular to 15c. Friday **.19**

Imported and Domestic Papers, for parlors, dining-rooms, halls, dens, living or sleeping rooms, good range colors. Regular to 25c roll, Friday 13c; regular to 35c roll, Friday 18c; regular to 50c roll, Friday 27c; regular to 75c roll, Friday 39c.

### Men's Furnishings

750 Pairs of Men's Elastic Web Suspenders, with gilt fittings, put up in very neat Christmas boxes. Friday bargain, per box **.25**

400 Men's Negligees in a variety of job designs, in all the fashionable colors. Sizes 14 to 35. Regular to \$1.00. Friday bargain, each **.49**

300 Men's Sweater Coats, V-shaped neck, two pockets, close fitting cuffs, medium sizes only. Regular \$1.25. Friday bargain, each **.79**

Several odd lines of Men's Natural Wool Underwear, different weights for all seasons, good assortment to choose from. Regular to \$1.50. Friday, a garment **.89**

### Sleights and Wheel Goods

Boys' sleights, Friday, special 17c, 24c and **.39**

Girls' sleights, Friday special, 33c, 48c and **.89**

Babies' sleights, Friday special, 79c, 1.19 and **1.61**

Men's Military Brushes, special, 4.39

Baby Walkers, Friday special, 1.69

Doll Carriages, Friday special, 59c, 2.19, 3.89 and **8.17**

100 small red and varnished slat chairs, special **.34**

### Toilet Bargains

Shell Brand Castile Soap, large 3 1/2 lb. bar. Friday **.39**

Perfume Atomizers, reliable quality, regular 75c, Friday **.45**

Stand Mirrors with heavy metal frames, regular \$1.50, Friday **.99**

Real Ebony Ring Handled Mirrors, with heavy beveled glass, Friday **.75**

Witch Hazel Cream for chapped hands and roughness of the skin, regular value 20c, Friday **.14**

Real Ebony Ring Handled Mirrors, with heavy beveled glass, Friday **.75**

Witch Hazel Cream for chapped hands and roughness of the skin, regular value 20c, Friday **.14**

Real Ebony Ring Handled Mirrors, with heavy beveled glass, Friday **.75**

Witch Hazel Cream for chapped hands and roughness of the skin, regular value 20c, Friday **.14**

Shaving Brushes, good quality brushes, regular 20c, Friday **.11**

Club Brushes, special, **.10**

Phone direct to Toilet Department

### In the Drug Store

Emulsion Cod Liver Oil, best quality, 50c bottle, Friday **.25**

Rose's Cough Remedy, 25c size, Friday **.15**

Essence Jamaica Ginger, 20c bottles, Friday **.12 1/2**

Menthol, or clear light, cement, needs everything, 20c size, Friday **.10**

Toothpicks, fine quality, Friday 8 packages, **.10**

Hot Water Bottles, a clear-up in several lines. Regular \$1.19. Friday **.98**

Irrigating Cans, 2-quart size. Regular 60c, Friday **.40**

Rubber Tubing, red, 1/4 inch in diameter, lengths of 5 feet. Friday **.25**

### Umbrella Bargains

100 Fine Silk Mixture Covered Umbrellas, with well assorted ranges of handles, \$2.25, \$2.50 and \$3.00 values, Friday **1.59**

150 Good Serviceable Umbrellas for men and women, excellent handles, Special Friday **.93**

### \$1.50 Palms for 98c

Kentia Palms, Reg. \$1.50, for **.98**

Boston Sword Ferns, at 35c, 60c, and 75c.

### China Bargains in the Basement

1,000 Doulton cake plates, Japanese wares, bowls, etc., half price. Friday **40**

\$3.50 china tea set, Friday **1.98**

\$18.00 china dinner sets, Friday, at **11.95**

\$75.00 Limoges china dinner set, Friday **49.50**

\$4.50 doz. rich cut tumblers, Friday, dozen **3.00**

\$2.00 doz. wines, caskets, ports, tumblers, etc., Friday, special, dozen **1.50**

# The SIMPSON Company Limited

Robert