

SIMPSON

Store Opens 8 a.m. Closes 5.30 p.m.

H. H. FUDGER, President. J. WOOD, Manager

Probabilities: Fresh S., shifting to W., winds; show-ers at first; clearing by night; mild.

SIMPSON



\$40,000 WORTH OF HIGH GRADE BOOTS FOR \$20,000

Boots for Men, Women, Boys, Girls, Children, Youths and Little Gents. in Many Different Styles

Our Buyer recently visited the largest boot centres in America, and there purchased "at a price" the largest quantity of thoroughly reliable footwear ever attempted by this store for a "one-day sale."

The quality of this boot merchandise is of the highest standard, the workmanship is excellent, the total size ranges are complete, and every boot is a brand new 1910 Winter style. These brands you will instantly recognize as well worth coming early for, at the prices quoted:

"Invictus," "Queen Quality," "Dorothy Dodd," "Boston Favorite," "Gold Medal," "McCreedy," "Plyde," "Kirvan-Doige" and Others

Consisting of "Floor Stock," "Cancelled Orders," "Travellers Samples," "Overmakes," "Late Orders," and "Factory Trial Pair" boots

"Queen Quality" Boots, \$5.50 Value at \$2.29
2,000 pairs Women's Boots, "floor stock" and cancelled orders, every pair absolutely perfect and just as good as regular stock, "Queen Quality," "Invictus" and "Gold Medal" trade-marks branded on the soles; made from gunmetal, velours calf, vic kid, patent calf, tan, Russia calf, and black suede leathers; New York, high Cuban, Cuban low, and military heels; blucher, lace and button styles; Goodyear welt, high-grade McKay, and hand-turned soles; all sizes and half sizes from 1 1/2 to 8, C, D, E and EE widths; regular price \$4.00, \$4.50, \$5.00, and \$5.50. Saturday.....

\$2.29

Misses' Boots, \$3.00 Value at 99c
500 pairs Misses' Boots, patent calf, with high dull calf top, with patent band around top, patent with dull calf blucher top, also tan Russia calf leather with collar top, low heels; all sizes 11 to 2; regular \$3.00. Saturday.....

99c

"Queen Quality" Sample Boots, \$5.50 Value at \$2.29
500 pairs Women's Boots, each one branded on the sole with the famous "Queen Quality" trade-mark; they are travellers' samples and the most beautiful model pairs ever brought into our shoe department; made from patent calf, patent kid, tan Russia calf, gunmetal, velours calf, vic kid, and black and colored suede, black, grey and brown cloth; blucher, lace and button styles; some styles are made with dull matt tops, others with black cravenette, suede or satin tops; Goodyear welt, high-grade McKay, hand-turned and flexible wonder-worker soles; New York, Boston, Cuban, military and low heels; sizes 8, 8 1/2 and 4, widths A, B, and C; regular prices \$4.00, \$4.50, \$5.00 and \$5.50. Saturday.....

\$2.29

Misses' Boots, \$2.25 Value at 99c
500 pairs Misses' Boots, high-grade fine black and chocolate kid, blucher style, medium and heavy soles, low heels; all sizes 11 to 2; regular prices \$1.75 and \$2.25. Saturday.....

99c

"Dorothy Dodd" Boots, \$5.50 Value at \$2.29
1,300 pairs Women's Boots, branded on the soles with the famous American trade-marks "Dorothy Dodd" and "Boston Favorite"; blucher, button and lace styles; patent calf, vic kid, patent kid, velours calf, tan Russia calf and gunmetal leathers; some styles are made with cloth or suede, button tops, others have dull matt tops, Cuban, New York, French, high Cuban and military heels; Goodyear welt, hand-turned, high-grade McKay and wonder-worker soles; all sizes and half sizes from 1 1/2 to 8, A, B, C, D, E and EE widths; regular prices \$3.50, \$4.00, \$4.50, \$5.00 and \$5.50. Saturday.....

\$2.29

Children's Boots, \$2.50 Value at 99c
1,000 pairs Children's Blucher Style Boots, high-grade Kirvan-Doige make, made from tan Russia calf with high top; chocolate kid and patent calf, with high collar top and patent calf with dull calf tops; medium and heavy soles, low heels; all sizes 5 to 7 1/2 and 8 to 10 1/2; regular prices \$1.75 to \$2.50. Saturday.....

99c

Men's Boots, \$6.00 Value at \$2.49
2,000 pairs Men's Boots, blucher style, made from oil tan calf, tan and black storm calf, Russia tan calf, patent calf, box calf, gunmetal and velours calf leathers; some styles are leather lined, every pair Goodyear welted; some of the soles are triple thick from toe to heel, and viscolized with reinforced shanks; some styles are made with bellows tongue to keep out the snow, some styles for prospectors are 12 to 15 inches high, made from white elk and tan and green storm calf; all sizes 5 to 11; regular prices \$4.00, \$5.00 and \$6.00. Saturday all one price

\$2.49

Children's Boots, \$2.00 Value at 99c
600 pairs Children's Blucher Style Boots, made from calf and kid leathers, medium heavy soles, low heels, medium and broad toes, dull and plain tops; all sizes 5 to 7 1/2 and 8 to 10 1/2; regular \$1.50 and \$2. Saturday.....

99c

Men's Boots, \$5.00 Value at \$2.49
1,180 pairs Boots for men, made from black and tan storm calf, leather lined, triple thick soles, single and double Goodyear welt stitched, reinforced shanks, blucher cut; all sizes, 5 1/2 to 11; worth \$5.00. Saturday.....

\$2.49

Men's Slippers, \$1.75 Value, 99c
180 pairs Men's Slippers, dongola kid, Romeo style, medium broad toe, flexible sole, low heel; all sizes 5 to 11; worth \$1.75. Saturday.....

99c

Youth's Boots, \$2.00 Value at 99c
300 pairs Youth's Boots, made from box calf, box kip and patent calf leathers, lace hooks, blucher and lace styles, medium heavy sole, low heel; all sizes 11 to 2; regular \$1.75 and \$2.00. Saturday.....

99c

Boys' "Invictus," \$4.00 Boots at \$1.49
700 pairs Boys' Boots, calf with dull blucher tops, heavy soles, good workmanship, all sizes 1 to 5; worth \$2.00 to \$2.50. Also thirty pairs Boys' "Invictus" Sample Boots, in patent calf, tan calf and black calf leathers; regular \$3.00 and \$4.00. Saturday.....

\$1.49

Women's Boots, \$2.00 Value at 99c
Women's Boots, strong dongola kid leather, with dull matt blucher tops, patent toe caps, medium heavy soles, Cuban heels; all sizes 2 1/2 to 7 1/2; worth \$2.00. Saturday.....

99c

Little Gents' Boots, \$2.00 Value at 99c
240 pairs Little Gents' Boots, lace hooks, box calf, patent calf and kid leathers, medium heavy soles, blucher cut, low heels; all sizes 5 to 7 1/2 and 8 to 10 1/2; regular \$1.50 and \$2.00. Saturday.....

99c

The Total Size Ranges are Complete

We have all sizes and half sizes as follows:—
Men's, 5 1/2 to 11; women's, 1 to 8; boys', 1 to 5; misses', 11 to 2; youths', 11 to 13; little gents', 5 to 10 1/2; children's, 4 to 10 1/2.

N.B.—Button boots are more popular than any other style in women's high grade boots, and in this lot we have quite a number of the best button styles, with as many as four hundred pairs of one style in all popular sizes and widths.

We will not fill Mail or Telephone Orders for the Boots Advertised in this Sale.

In the Men's Store

GREAT CLEAN-UP OF MEN'S COLLEGE ULSTERS. REGULAR PRICES \$14.00, \$15.00, \$16.00, \$18.00 and \$20.00. TO CLEAR SATURDAY AT \$10.95.

Men's Heavy Weight Fancy Tweed Ulsters, in the fashionable grey and brown diagonal stripes and herringbone weaves, showing subdued fancy colored stripes; cut in the popular single and double-breasted styles, with neat military collar, also with convertible collars, which can be worn with long, shapely lapels or buttoned close up to the throat, making a first-class fair weather coat or a good storm coat; tailored in A style, and perfect fitting; sizes 35 to 44. To clear Saturday at \$10.95.

MEN'S CHESTERFIELD OVERCOATS.

Men's Fine Quality English Tweed Overcoats, in a handsome dark grey diagonal stripe pattern; cut in the fashionable single-breasted Chesterfield style, slightly conforming to the figure, and with full skirt effect; excellently tailored and finished with extra quality linings and trimmings; sizes 35 to 44. Price \$15.00.

Men's High-Grade English Melton Overcoats, in a rich fast black shade; cut from the stylish single-breasted Chesterfield models, with neat black velvet collar; tailored in first-class style, with close-fitting collars and long, shapely lapels; finished with raw edges and extra quality linings and trimmings; sizes 35 to 44. Price \$18.00.

BOYS' WINTER CLOTHING.

Boys' Heavy Weight Fancy Tweed Ulsters, in a rich dark brown ground, with neat fancy colored stripes; cut in the popular single-breasted college style, buttoning close up to the throat, with neat military collar; tailored in a first-class manner, and finished with fine will mohair lining and haircloth sleeve lining; sizes 26 to 28, \$8.50; 29 and 30, \$9.25; 31 to 33, \$10.00; 34 and 35, \$11.00.

Boys' Fine Quality English Tweed Two-piece Suits, in a handsome dark brown herringbone weave, showing a neat self stripe; cut in the latest double-breasted style, with good quality linings and trimmings; pants bloomer style, made full and roomy; fastened with strap and buckle at knee; sizes 26 to 33. Price \$7.00.

GIVING SANTA CLAUS A BOOST

He tried to carry too much of a load at once and fell down. He'll be all right again—bless you—nothing daunts him; but meantime you come on lighten his load Saturday and help us pack. We've made the easy you'll paid for of the trouble just a thing he



1,000 Plush Covered Horses with bridle and saddle, each one on platform with wheels. Saturday, 50c, 75c and \$1.25.
2,000 Hill Climbing Street Cars and Autos. This toy will run up hill, strongly made, no spring to get out of order. Saturday, each 75c.
300 Kid-body Dolls, with exceptionally well made body, bisque head and closing eyes, 13 inches high, this doll sells usually at a

higher price. We offer 300 only, Saturday, each, 50c.
1,500 Dressed Dolls, with bisque head, pretty eyes, some have eyes that open and close. Saturday, each, 25c.
250 Well Dressed Dolls, different styles of dress, bisque head, closing eyes and pretty face, jointed arms and legs, 17 inches high. Saturday, each 50c.

The **SIMPSON** Company Limited

We Reserve the Right to Sell Only a Limited Number of Pairs to Each Customer.

In the Men's Store

BEST QUALITY PYJAMA SAMPLES.

200 suits only Men's Best Quality Pyjamas, including weights for all seasons of the year, but mostly winter weight materials, silk and wool, English flannel and flannelette, cashmerette and Madras cloths; these pyjamas are the samples of three well-known manufacturers, and the prices quoted are but a fraction of their value; all sizes in the lot. Regular up to \$5.00. Saturday, 3 for \$5.50, or, each, \$1.89.

100 Men's Heavy Weight Sweater Coats, made with fancy stitch on fronts and down sleeves; close-fitting double collar, made to fasten over with three buttons and cords; double cuffs; colors are grey, with trimmings of navy, garnet or royal blue. Saturday special, \$4.00.

Body Guard Brand, pure Shetland wool, made with double breast, elastic rib cuffs and ankles, neatly trimmed with best quality sateen; all sizes to 46. Saturday, each garment, \$1.25.

2000 Men's Stiff Hats, new up-to-date fall and winter shapes; large shipment just to hand; made from extra fine quality English fur felt, and exact copies of the American and English fashionable and most worn styles; best silk trimmings and cushion leather sweatbands. Saturday bargain, 95c.

Men's and Boys' Caps, for fall and winter wear, in tweeds, beavers, serges, worsteds and corduroys; new and latest American designs, with or without fur-lined ear bands; very large assortment for your selection. Prices 35c, 50c, 75c and \$1.00.

Men's Leather Automobile Caps, latest style, fur-lined ear bands. Special at \$1.50. (Wanless Building.)