

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

THE **SIMPSON** COMPANY
LIMITED

On Sale 8 a. m.
Saturday

Probabilities.
Lower Lakes and Georgian Bay
Moderate winds, mostly northerly; fair
and cold.

THE **SIMPSON** COMPANY
LIMITED

FRIDAY,
MARCH 12.

Sale of \$10,000 Worth of Boots and Shoes in One Day

Extraordinary Preparations to Celebrate the Second
Floor's Inauguration on Saturday.



WE have absolutely determined to make Saturday the most eventful day in the history of the Footwear Department. Not that only, but we are determined to set a new record for one day's selling of Footwear in the Dominion of Canada. We are not a whit too ambitious either, as everybody who has seen our New Boot and Shoe Department will agree. We will offer:

1,000 Pairs Queen Quality Boots for Women, Regularly \$4.00, \$4.50 and \$5.00, for **\$2.49**

420 Pairs George A. Slater's Boots for Men, Regularly up to \$6.00, for **\$2.49**

And over 3,000 others of equal value at the same price---Men's, Women's and Boys' **\$2.49**

Everybody should not aim to attend this Sale at the one time. Large though the New Department is---as big as many a truck-farm indeed---several thousand people put a severe tax upon its capacity or that of any other organization. So those that can come in the morning first thing by all means should do so, leaving the later hours for the crowds.

We will now tell in detail just what constitutes the extraordinary attractions for this remarkable event:

1000 pairs of Ladies' High-grade "Queen Quality" Boots, in ten popular styles---patent colt with dull Blucher and lace tops, fine selected vici kid with Blucher tops, Russia tan calf and chocolate kid leathers, Blucher, button and lace styles, medium and heavy soles, medium and high heels, all popular sizes 2 1/2 to 7; regular prices \$4.00, \$4.50 and \$5.00. On sale.....

2.49

1000 pairs of Ladies' New 1909 Style Boots, stylish American make, in most of the popular leathers, such as tan calf, patent colt, vici kid, velour calf, gun metal and chocolate kid, popular heels, toes, lasts and styles, light, medium and heavy soles, all sizes 2 1/2 to 7; regular prices \$4.00, \$4.50 and \$5.00. On sale.....

2.49

Ladies' Oxfords, high-grade "Queen Quality," tan calf, chocolate kid, vici kid, patent colt, gun metal, velour calf and suede leathers; Blucher, lace, button, tie, ribbon tie, buckle, bow and butterfly bow styles; light, medium and heavy soles, B and C widths, sizes 3 1/2, 4 and 4 1/2; only; regular prices \$4.00, \$4.50 and \$5.00. On sale Saturday....

2.49

Ladies' Oxfords---220 pairs of Ladies' High-grade Oxfords, "Invictus" brand, made by Geo. A. Slater of Montreal, all the popular leathers, lasts, toes, heels, styles and soles, sizes 3, 3 1/2, 4 and 4 1/2; regular prices to \$6.00. On sale Saturday, all at one price.....

2.49

Boys' Oxfords and Boots---High-grade, made by Geo. A. Slater, "Invictus" brand, tan Russia calf, vici kid, patent colt, velour calf, gun metal and wine, every pair Goodyear welted, sample size 4, and all sizes 1 to 5; regular values to \$6.00. On sale Saturday.....

2.49

1000 pairs of Men's High-grade Boots, in all sizes 5 to 11, Geo. A. Slater's Invictus brand and other good reliable makes, box calf, patent colt, vici kid and gun metal leathers, solid oak tan Goodyear welted soles, made from selected stock, mostly Blucher cut styles, 5 to 11; regular values to \$5.00. On sale Saturday.....

2.49

Ladies' Boots made by J. & T. Bell of Montreal---High-grade fine vici kid style, with oak tanned flexible soles, Cuban heel of medium height, extra fine finish, 2 1/2 to 7; regular value \$5.00. On sale Saturday.....

2.49

Geo. A. Slater's "Invictus" Oxford Samples---272 pairs of Men's Oxfords, Geo. A. Slater's "Invictus" Travellers' Samples, Blucher, lace, strap, buckle, tie and ring tie styles; patent colt, oxblood calf, tan Russia calf, velour calf, gun metal and fine vici kid leathers, every pair Goodyear welted, medium and heavy solid oak tan soles, sizes 7 and 7 1/2 only, widths B and C only; regular values to \$7.00. On sale, all at one price.....

2.49

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