

SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROB.

Decreasing W. to N. winds; fair and cooler.

SIMPSON

A Simpson Page Brimful of Interest for Thursday's Shoppers

SILKS

Silks from the Simpson store can be relied on, they are guaranteed; they come from the world's best makers only, and are dyed by the best processes. The stock is a complete one, and prices are below the ordinary. Here are specials for Thursday's selling—

- Black Mousseline Duchesse Satin and Paillette in soft lustrous finish, 40 inches wide, per yard . . . 1.88
- Black Satin Paillette in a heavy quality 36 and 40 inches wide, per yard . . . 1.00
- Chiffon Dress Velveteens in all shades, fast pile, 24 inches wide, per yard75
- Black Chiffon Dress Velveteen, Worrall's dye, fast pile, 24 inches wide, per yard1.00

Dress Goods

Black Broadcloths are just the thing for Winter Suits and Coats, and these qualities are the best obtainable.

- Sedan Broadcloth, a light weight for a one-piece dress, 52 inches wide, per yard1.00
- Satin Finished, 52 inches wide, per yard1.25
- Suede Finished, the correct weight, shrunken and unspottable, 54 inches wide1.50
- Austrian Glove Finished, light, medium and heavy weight, ideal for fall and winter wear, per yard \$2.00, \$2.50, and3.00

A THURSDAY SPECIAL. Diagonal Cutting, in all colors, permanent dye, regular \$1.25 per yard, Thursday, per yard94

A Special Showing of Evening Wear WASH GOODS

Dainty Voiles, 42 inches wide, all the new evening shades, and a big variety of designs, in fancy silk stripes65

Lovely designs in silk mixture Marquissette, pink, sky, mauve, black, cream, etc., a most dainty material, 42 in. wide, 75c and65

Special value in 40 inch Voile, with pretty silk stripe, black, cream, Nile, sky, pink and mauve. Regularly 65c59

Zurich Silks, a full range of colors, in pink, sky, mauve, black, cream, Nile, rose, etc., regularly 35c. Special .19

100 Beautiful Gowns for Evening Wear

These dresses are timely arrivals for women who are ultra-critical about evening wear. They are all beautifully made of dainty materials, and every dress is up-to-date. "Exclusive" is a word that is often mis-applied, but it fits in with these dresses quite properly. There is not one common-looking gown in the whole lot.

There is not a shadow of a doubt but that when you put one of these dresses away at the end of the season you will be able to say from the bottom of your heart, "Well! that is one of the prettiest and cheapest gowns I ever had."

Description here, of course, must be merely general, but come and look at them early, when the selection is at its best.

Waists are in a number of charming designs, trimmed with rose buds, ribbons, bow knots, lace insertion and silk cord.

There are Dutch necks, semi-low effects, three-quarter or shoulder sleeves. The high belt effect is in evidence, and the skirts are all as smart as can be.

Materials are silk chiffon, marquisette, voiles, messalines and nets.

Delicate colors, mauve, pink, maize, pale blue, ecru and ivory predominating.

Prices \$18.50, \$23.00, \$25.00, and up to \$35.00



BOOTS

600 pairs Men's Boots, Blucher and straight lace styles, box calf, patent colt, velour calf and gummetal leathers; single and double Goodyear welted soles; some are leather-lined, all sizes from 2.95 to 11. Thursday . . .

Women's Boots \$2.49

366 pairs Women's High-grade American Boots, button, Blucher and lace styles, in tan calf, patent colt, vici kid and gummetal leathers, dull matt calf, black cloth and velvet tops; high, medium and low heels, Goodyear welt and hand-torn soles; sizes 2 1/2 to 8, A, B, C, D, E and EE. 2.49 widths. Thursday.

Jersey Wool-top Petticoats

Black only, light weight, clinging and comfortable, 12 inch knife-pleated flounce of "Halcyon messaline," with a pleated dust frill . . . 3.75

Tailored flounce of taffeta silk, trimmed with rows of pin tucking and stitching, deep underpiece of taffine; lengths 36 to 424.50

Blankets and Bedspreads

100 Pairs Wool Blankets, with just enough cotton in to add to the wearing and washing qualities, double bed size 64x84. Thursday, pair3.48

Double Bedspreads 98c. Crochet Bedspreads, in white, a good serviceable spread, 64x80. Clearing Thursday98

FURS—Third Floor

ISABELLA FOX FURS. Handsome Stoles and Muffs, made from the finest Hudson Bay Fox, and guaranteed to be genuine Leipzig dye. Some are trimmed with natural heads and brushes, others plain. All are this season's shapes, several styles to choose from at 1/4 off regular prices.

Stoles that were \$37.50, for28.25
Scarfs that were \$35.00, for26.25
Several styles at \$18.50 and \$22.50.

Muffs, Rug and Empire shapes, finished with natural heads and brushes.
Muffs that were \$22.50, for16.75
Muffs that were \$18.00, for14.25
Muffs that were \$18.50, for12.98

Gloves and Hosiery

Women's All Wool Superior Black Cashmere Hose fall weight, knit to form, rich soft spun yarn, double heel, sole and toe, 8 1/2 to 10, extra value. Thursday25

Boys' and Girls' Ribbed Black English Cashmere Hose, strong finish, soft elastic rib, school stocking, good wearing, double heel and toe, 8 1/2 to 10. 25c regular. Thursday19

Women's Real French Kid Gloves, selected quality, 3 dome clasp, oversewn seam, neat self point back, rich soft finish, great range of shades, 5 1/2 to 7 1/2. 75c value, Thursday59

Boys' and Girls' Winter Gloves, extra soft wool lined, 1-dome clasp, tan leather, extra soft pliable finish, smart and dressy, ages 5 to 15 years. 88c value, Thursday59

Little Wanted Things SMALLWARES

Coats' 200-yard Spool Thread, black and white, all numbers. 4c spool, doz. . . .48
Clapperton's 200-yard Spool Thread, black and white. Spool 3c, doz. . . .35
Clarke's Anchor Brand Crochet Cotton, white only, all numbers from 2 to 50, ball .5
"Brilliant" Silicoon, in black, white and all colors. Spool5
Sample line of Scissors, including nail, manicure, embroidery, pocket and general scissors, from 25c to 50c pair.

General Purpose Scissors, from 6 to 8-inch Regular 75c and 86c pair. Thursday . . .50
Fancy Hat Pins, assorted colors. 2 for 5 Corona Hook and Eyes, 2 dozen card. Card4



The English Raglan Overcoat is the Coat of the Season

And why? Because it is of the best material in the world, tailored to perfection, smart and serviceable. Here are examples an inspection of which will convince you that the English Overcoat is rightly popular.

AN ENGLISH RAGLAN OVERCOAT. Made from a rough surface heavy English tweed cloth, light grey, and showing a few color threads in stripe design, made single-breasted style, with self-collar, slash pockets, stitched seams, and the genuine English raglan shoulder; linings and workmanship are the best. Price15.00

Men's Heavy Weight Double-breasted Style Ulsters, 50 inches long, convertible two-way collar, stitched seams, centre vent, mohair linings, made from a Scotch tweed in a fawn shaded fancy grey tweed. Everything about the make and fit is all that could be desired. Price . . . 18.00

SPECIAL YOUNG MAN'S OVERCOAT. This high-grade overcoat will delight the eye of every young man that desires something classy, made single-breasted style, with long well-shaped lapels, form fitting, three buttons, wide stitched seams, self collar, made from a heavy brown diagonal tweed, very finest tailoring, linings, and style. Price25.00

The Last Day of the Wall Paper Sale

To-morrow is the last day of the Wall Paper Sale. It is a case of "now or never" will you be able to effect such a saving on first-class papers. The stock on the fifth floor is one of the newest and most comprehensive in Canada, and prices are not much more than half what you would expect.

Thousand of rolls of exclusive English and French Drawing Room, Living Room, Den and Library Papers, in tan, putty, biscuit, nut, buff, cream, champagne, with blends of wood color, green, blue, mauve, in dark, light and medium shades. To be used as whole walls, uppers, lowers, or wit cut out or panel effects. Regular prices 35c, 50c, 75c, \$1.00 per roll, Thursday prices, one-third off.

Useful Kitchen Cabinets

Kitchen Cabinets, made of thoroughly seasoned white maple, finished natural, with white wood extending top. Thursday13.49

Kitchen Cabinets, made of solid oak and finished natural, lots of cupboard and drawer space. Thursday23.00

Kitchen Cabinets, extra large size, made of solid oak, conveniently arranged drawers and cupboards; has extension top and flour bin. Thursday29.00

Stencilled Wood and Art Brass

Stencilled Wood for Burning, including placques, glove and handkerchief boxes, photo frames, and burnt wood outfits. Thursday Half Price.

Brass for Piercing, lamp shades, glove boxes, book racks, photo frames, and complete brass outfits. Thursday Half Price. (Toilet Dept., Main Floor.)

Best Quality English Seamless Tapestry Rugs

These are in three sizes—
Reg. Price Thursday
9 ft. x 10 ft. 6 in. . . .12.25 9.47
9 ft. x 12 ft. . . .14.25 10.67
10 ft. 6 in. x 12 ft. . . .16.75 12.67

Small Rugs—Bargains on Thursday—
4 ft. 6 in. x 2 ft. 3 in. . . .1.95
And prices in proportion, according to size.
Tapestry and Brussels Carpets, suitable for all requirements, 55c, 65c, 75c, 95c, \$1.10.
Union and Wool Carpets, 40c, 75c, \$1.05.
Axminster and Wiltons, for living-room, den, dining-room and drawing-room, \$1.50, \$1.75, \$2.00, \$2.25.
Oilcloths and Linoleums in the most reliable qualities only, 27c, 32c, 40c, 85c, \$1.00.

WINDOW SHADES

A great consignment of the finest Scotch Holland is just to hand. Perfect in coloring, unequalled in quality.

Men's Silk Underwear

Heavy and medium weight pure Silk Underwear, salmon shade, the only color that will wash perfectly. Sizes 34 to 44. Regular \$4.50 and \$6.00, Thursday, per garment3.49

Wolsey and other well known English makes, of pure wool, silk and wool, scarlet wool for rheumatism, some of the garments have double breast and double back, others are double breasted only, medium and heavy weight, in these best garments. Regularly sold for \$2.50 and \$3.00, Thursday, per garment . . . 1.98

Men's Hats

Derby Hats, English make and good quality fur felt, fall and winter shapes. Thursday1.50

Christy's Soft Hats, fine English make, in plain or the rough and mixed finish. Slate, grey, fawn and black, \$2.00 and \$2.50.

Men's and Youth's Caps, new American shape. Large assortment of tweeds and worsteds. Thursday45

Here and There in the Whitewear Dept.

Price savings in every instance. It will pay you well to investigate. Phone orders taken.

85c Flannelette Nightdresses Thursday 55c
Fine quality, fancy stripe patterns, trimmed with ruffle of goods, and fancy colored braid; large frill; sizes for 32 to 42 bust; lengths 54, 56, 58 inches. 300 only at this price.

25c Kitchen Aprons Thursday 15c
Fine, heavy blue check gingham; large size, wide, fancy border at bottom; 240 to be sold.

\$4.00 Dresses for Girls, Samples, Thursday \$2.00
Many beautiful styles to choose from, fine serges and Panamas, navy; brown or red, handsomely trimmed, and perfect fitting; sizes 3, 4, 5, 6, 7, 8 years.

75c Ladies' Afternoon Tea Aprons Thursday 55c
Exquisitely fine and dainty, white Persian lawn, trimmed with bow-knot insertions and edges of fine Val. lace, silk ribbon waistband and bows.

55 to 65c Children's Sleepers, Thursday, all sizes, 50c
Fine knitted merino, natural color, feet attached, the famous "Zimmer-knit" hygienic material; sizes 1 to 12 years.

\$4.00 Women's Hand Embroidered Nightdresses, \$1.95
Fine nainsook, Paris made, and beautifully embroidered by hand on yoke and neck and cuffs; sizes 32 to 42 bust measure.

\$2.50 D and A Corsets, Thursday, \$1.50
A magnificent model, in extra fine French coutil, white only, new low bust, extra long skirt, cut-away front, and slightly shortened back, six fine garters, finest non-rustable steels, four wide side steels, bust draw cords; deep fine lace and ribbon; sizes 18 to 26 inches.

Sale of Untrimmed Hats

8,000 to Choose From
At this time of the year manufacturers are willing and anxious to dispose of their samples, and we are in a most favorable position to offer bargains because we take the quantity, and take it all the time.

In consequence great bargains come your way on Thursday, as follows—
Black and colored velvet, plush shapes, black velours and beavers. Regularly sold at \$9.00 each. Thursday3.50

2,000 Hats—
Fur felts, velvets, velours, plushes. Worth \$5.00 each. Thursday . . . 1.00

4,000 Hats—
All colors, small and large; blacks predominate; sailor styles and turbans. Reg. \$2.50. Thursday .50



Japanese Leathers, metallic blends in Jap effects. Regular \$1.50 yard. Wednesday, yard1.09

Out cut decorations, assorted colors. Regular 5c, 10c, 15c, 25c, 50c yard. Thursday, one-third off each price.

BATTENBERG CURTAIN SPECIAL. 3 yards long, 50 inches wide, in white or Arab shades, pretty patterns, correct in design and detail. Thursday, pair4.50

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