

SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROBES: N. W. winds, snowbursts, but mostly fair and colder.

SIMPSON

# Suggestions for Economical Buying---Saturday Notes From the Simpson Store

### The Kind of Pricing that Appeals to Your Sense of Values



## Incentives to Early Morning Shopping

### Garments for Women

Suits of imported tweeds, English serge, etc., have coats lined with silk or satin; the large rounded collars are inlaid with velvet or silk braid; others are tailored strictly. There are green, black, navy and tweed mixtures in the lot. Regular \$14.50, \$17.50, \$22.50 and \$25.00. Saturday . . . . . 8.79

#### WINTER COATS.

English tweeds, in grey, navy and green mixtures, are made up into coats that embody many of the newest patterns. The turn-over collars are overlaid with velvet, or they have large round collars with long revers. Very special value. . . 9.79

#### WALKING SKIRTS.

French Venetians, in black, navy or green, and Panamas in navy, are shown in several pleated styles. Regularly \$4.50 to \$7.00. Saturday 2.79

#### GIRLS' COATS.

Frieze, serge and beaver cloths, in a range of colors, give excellent materials for the warm coats, which are lined across the shoulders with the material itself; sizes 6, 8 and 10 years. A good buy Saturday 3.25

### Silks & Velveteens College Serge

Natural color, pure Shantung Silk; an early direct shipment from China, guaranteed to give satisfaction; 34 in. wide. Regularly 55c per yard. Saturday . . . . . 39

300 yards only, heavy black Silk-finished Velveteen, dyed by Worrall's, and sure to wear well; 24 in. Reg. 75c. Saturday. . . 59

160 yards heavy black Duchesse Paillette, 40 in. wide, not quite perfect in weave, but suitable for slips and underskirts. Our regular \$1.35 quality, for, per yard . . . . . 93

\$1.50 Values for \$1.10 Per Yard.

Serges, woven by one of England's most noted mills, containing only selected pure Botany yarns, in fine, medium and wide twills, are dyed in three shades of navy and black, and are guaranteed fast color and permanent in finish; 54 to 56 inches wide. Regular \$1.50. On sale Saturday . . . . . 1.10

#### Among the Books

Chatterbox for 1910. Regular. 50c. Special Saturday, each . . . . . 40

Chums for 1911. Regular \$1.65. Special Saturday . . . . . 1.45

Dickens' Carol. Regular 75c. Special Saturday, each . . . . . 25

1,000 Papeteries, fine linen paper. To clear Saturday half-price.

Calendars for 1912, a limited number only, clearing Saturday half-price. (Book Dept., Main Floor.)

#### Art Needlework

The Cushion Top Clearance Gives Big Values at 19c, 35c and 25c



### The Re-upholstering of Furniture

During January we quote special prices for the re-upholstering of furniture. The tapestries, ropes, silks and velours, are greatly reduced in price. The charges for workmanship are merely nominal. Write or phone for our prices. Upholstery Department, Fourth floor.

## The Week Ends in the White Sale

Making values to create a furore in the big White Goods Sections, we call your attention to the following lists.

As the advertising brings forward one item after another it is cleared, and way made for other crowding stocks, always fresh, always dainty, always offering the lowest of prices. You must be prompt to get them:

Wonderful Apron Value, 400 heavy Aprons, of blue and white check gingham, fancy bordered skirt, large size. Regularly 25c each. Saturday, each . . . . . 15

Women's Afternoon Tea Aprons, white lawn, trimmed with lace ruffle and insertion, and wide ties, small round shape. Regularly 40c each. Saturday, each . . . . . 25

Women's Night Dresses, of nainsook, slip-over neck, short sleeves, dainty square yoke, with hand embroidery, scallop embroidery ruffles, ribbon rosette; sizes 32 to 42 bust. Regular value \$1.95. Saturday, each 1.25

Drawers, wide, with deep ruffles; sizes 23, 25, 27 inches, both styles. Saturday, a pair . . . . . 25

Combination, Corset Cover and Drawers, of fine lawn, with lace insertions and frills, beading and silk ribbon; sizes 32 to 42 bust. Regularly \$1.50 each. Saturday, each . . . . . 75

### \$4.00 and \$5.00 Waists. Saturday \$1.95

Waists of Brussels net, this season's latest designs, yoke of silk embroidery and Maltese silk lace, kimono or set-in sleeve, with guipure hair motifs; messaline silk waists, tailored and finished with silk soutache and buttons; nets in white or ecru, and silks, in black, navy, brown and green; all sizes. Regularly \$4.00 and \$5.00. Saturday . . . . . 1.95

Sample Linen Shirt Waists, regularly \$2.00, \$2.50 and \$2.95. Saturday . . . . . 1.69

Three Styles of Corset Covers, Dorothy make, of nainsook, with deep lace yoke, ribbon run, lace frill on neck, lace on arms; sizes 32 to 42. Saturday, each . . . . . 25

Petticoats Sale Priced, lengths 38 to 42 inches. Regularly \$2.50. Saturday . . . . . 1.25

\$2.39 Night Dresses Sale Priced at \$1.33, 32 and 42-inch sizes. Don't miss this gown.

#### A WHITE SALE CORSET.

It's a value to come early for, a beautiful "Jewel" model, fine white coutil, medium bust, extra long skirt, with four fine garters, finest rustproof steels, deep lace and satin trimming, large bow, laced in front below clasp; sizes 18 to 26 in. Regular price \$3.00 a pair. Saturday . . . . . 1.50

### Rush Sale of Trimmed Hats

50 Trimming Hats at \$2.95, Regular Values \$6.00, \$7.00 and \$8.00.

Plush shapes, velvet shapes, white felts and velours, all in the latest midwinter styles, trimmed with ostrich bands, marabou mounts, flowers and rich ribbons, in the best of the season's colors. Saturday . . 2.95

French Imported Shapes from Paris, regularly \$7.50, \$9.00 to \$12.00. Saturday . . . . . 2.85

(No phone or mail orders filled in this line.)

### Big Linen and Staple Values

300 PAIRS HEMMED SHEETS for \$1.00 PAIR. 67 x 90 inches, for double beds, made from stout bleached English sheetings, torn sizes. Sale price, Saturday, pair . . . . . 1.00

400 PAIRS ALL-LINEN BATH TOWELS, 43c. PAIR. Heavy Towels, close full pile, 20 x 40 inches, fringed ends, strong rough towels, a very special lot. Sale price, Saturday, pair . . . . . 43

PURE LINEN WHITE BLOUSE LINEN, 15c. YARD. An Irish, all linen, grass bleached, 36 inches wide, a most popular weight. Only 600 yards. Regular 26c and 30c yard, Sale price, Saturday . . . . . 15

95 DOZEN SATIN DAMASK TABLE NAPKINS, \$1.83. All linen, made in Scotland, elegant bordered designs, firm close weave, 22x22 inches. Regular \$2.50, \$2.75 and \$3.00 dozen. Sale price Saturday . . . . . 1.83

UNDERWEAR CAMBRIC, 12 YARDS for \$1.00. 150 only, 12 yard lengths, of fine cambric, for night gowns and underwear, yard wide, ready for the needle. Sale price, Saturday 12 yards for . . . . . 1.00

Swiss Embroidered Flouncings, scalloped and hemstitch borders; 18, 27 and 45 inches wide; show floral, conventional, eyelet and blind designs, all new patterns. An excellent quality of cloth and workmanship. In the Queen street section two circles will be devoted to this sale.

Flouncings, 18 inches wide, January sale price, Saturday, per yard, 18c, 28c, 33c, 38c, 48c and 68c.

Flouncings, 27 inches wide, January sale price, Saturday, 25c, 27c, 33c, 38c, 45c, 48c, 58c, 68c to \$1.35 yard.

Flouncings, scalloped and hemstitch, 45 inches wide, Saturday 58c, 68c, 68c, 78c, 98c, \$1.25 yard.

Swiss Muslin Bandings, with scalloped edge (designs to match flouncings), 2 to 3 1/2 inches wide. Saturday, per yard, 15c, 18c, 20c, 25c and 35c.

WOMEN'S "SAMPLE" BOOTS. 900 Pairs Women's high-grade American Sample Boots, all styles, all leathers, all heels, at less than half price Saturday.

WOMEN'S SAMPLE BOOTS, \$1.99. Women's high-grade boots, button and Blucher styles, made to represent one of the largest makers in Boston. Goodyear welt, hand turn and flexible McKay sewn soles, low matron, college, military, Cuban and high New York heels, the leathers are patent calf, vic kid, gunmetal, tan Russia calf, and velours. Sizes 3, 3 1/2 and 4 only. Regular values \$2.50, \$3.00, \$3.50, \$4.00, \$4.50 and \$5.00. Saturday, 8 o'clock . . . . . 1.99

WOMEN'S BOOTS \$1.99. 700 pairs Women's Boots, Blucher style, patent calf, and Dongola kid leathers, medium weight soles, low, military and Cuban heels; sizes 2 1/2 to 7. Saturday 8 o'clock . . . . . 1.99

RUBBER FOOTWEAR. Special prices on all Rubber Boots, Overboots, heavy grain Rubbers, low Rubbers, etc., etc. Saturday.



### Persian Lamb Jackets Less than Half

Six only Jackets, 24 in. long, made from bright whole skins, medium small curl, in two styles, and lined with good black satin. Regularly \$125 and \$135, for Saturday selling . . . 55.00

#### Wash Goods

30 pieces of Printed Waporette and Cashmerette, navy, black and cream grounds, with fancy spots, and figured designs. Regularly 10c, 12 1/2c and 15c, Saturday . . . . . 7

Sheer White Linen, for shirt waists, 36 inches wide, fine qualities and absolutely free from dressing; grass bleach, an extraordinary line. Reg. 25c to 50c, Saturday . . . 12 1/2

Cotton Delaines, special price, cream, navy and black grounds, nice for dressing jackets, kimono, etc., many designs. Regularly 15c, Saturday . . . . . 9

No phone or mail orders.

#### "Queen" French Kid Gloves

"Queen" Quality Real French Kid Gloves, are extra good; they have soft, pliable finish, two dome clasp, and gusset fingers; all shades and sizes. \$1.00 value. Saturday . . . . . 75

Women's English Cape Leather Walking Gloves, one dome clasp, P. X. M. seam, very good style, and showing assorted tan shades, 6 1/4 to 7 3/4. \$1.25 value. Saturday . . . . . 95

### The January Sale of Black Ribbons Begins Saturday



### Princess Dressers Offer Decided Savings

Princess Dressers, quarter-cut oak and mahogany, deep drawers, with large bevel plate mirror, oval or square shaped. Regularly \$16.75, Saturday . . . . . 13.00

Dressers, in genuine quartered oak. Regularly \$23.50. Saturday . . . . . 18.00

Dressers, in Colonial style, quartered oak, finished dull, also in mahogany, an exceptionally good pattern, with large mirror, and good drawer space. Regularly \$34.75. Saturday 28.75

Dressers, in quarter-cut oak. Regularly \$48.50, Saturday . . . . . 38.00

Dressers, in Circassian walnut, Colonial design. Regularly \$60.00. Saturday . . . . . 46.00

### Basement Displays

#### Interest Centres in the China Section

900 Pairs Genuine Cut Glass Salt and Pepper Casters, dainty designs. Half price Saturday, pair . . . . . 29

1,000 China Tea Cups and Saucers, A. D. Coffee, Cake Plates; best English bone china ware, handsome decoration. Regular up to 39c. Sale price . . . . . 18

(No Mail or Phone).

13 Pieces Marble Statuary Busts, Figures, etc., slightly damaged. Some values as high as \$49.00. January Sale Special . . . . . 7.93

\$45.00 Royal Carlsbad China Dinner and Tea Service for 12 people. Rich translucent white ware, Kermis or Ovide Teas, heavy gold decoration. Teas with old gold handles. A Big Special Saturday . . . 22.50

### Many Hardware Specials are Shown on Every Circle

Household Scales, white face, large tin scoop, Government tested and stamped. Weighs up to 24 lbs. by ounces, has regulating screw. Made to sell for \$3.00, Saturday . . . . . 1.43

200 Tin Rollers, hand made, flat copper bottom, sizes 8 and 9. Regular \$1.25 and \$1.35, complete with cover. Saturday . . . . . 79

Gas Toasters, toast 4 slices at once, and all over alike. Regular 15c, Saturday . . . . . 9

Sink Strainers, blue enamel painted, large 25c size with patent fastener. Saturday . . . . . 14

Arctic Snow Shovels, steel blade, long handle, strong make, for coal or snow. Regular 25c, Saturday . . . . . 14

Serving Trays, polished oak, large and medium. Saturday . . . . . 20

Orchestral Hockey Skates, nickel-plated, single end, puck stop, sizes 7 to 10 with screws. Saturday, per pair . . . . . 75

### GROCERY NOTES

2,000 lbs. Finest Creamery Butter, White Clover Brand, per lb. 37c. Toasted Cornflakes, 3 packages 25c. Walter Baker's Cocoa, 1/4 lb. tin 22c. Canned Fruit Raspberries, Strawberries, Cherries, Peaches and Pears, in heavy syrup, per tin 18c. Leaf Sugar, 3 1/2 lbs. 25c. One Car California Bunkiet Oranges, good size, sweet and seedless, per dozen 25c. Finest Canned Corn, 3 tins 25c. Finest French Beans, per tin 12c. Macaroni's Pickles, mixed, chow and walnuts, pint bottle 22c. Imported French Sardines, Bassett Brand, per tin 14c. Garton's H.P. Sauce, per bottle 18c. Finest Manzanilla Olives, 16 oz. bottle 25c. 500 lbs. Fresh Peel Cake, per lb. 15c. Fancy Mixed Biscuits, 2 lbs. 25c.

The Robert SIMPSON Company Limited