

The SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROBS: Moderate winds; fair, with a little lower temperature.

The **SIMPSON**

THE CHRISTMAS STORE :: SIMPSON'S

The Service that Makes Buying Easy

When you HAVE to get certain purchasing done in a limited time, you will appreciate the wonderfully complete stocks and prompt, courteous service of the Simpson Store.

Winter Coats Give Exceptional Value

We call your attention to the many qualities that put these in the front rank of good investments. The lot is a collection from broken lines, of this season's newest styles and materials, including reversible cloths, English tweeds in dark mixtures and blanket cloths. These are made in a number of this season's newest styles and models. Some in English raglan are buttoned up to throat and have wide belts and raglan sleeves. Others on straight lines, have round or convertible collars of contrasting colors, large patch pockets and cuffs to match collars. The regular prices are much in excess of Wednesday's price 11.75

WOMEN'S SKIRTS OF BLACK VOILE.

Good quality black voile skirts, made in a variety of styles, mostly pleated and trimmed with narrow silk strappings, braid and fancy buttons. Some are trimmed with self material. Regular prices up to \$11.50. Wednesday 4.98

Plauen Lace Neckwear at Half the Usual Prices

2,550 pieces of Plauen Lace Neckwear, of this season's styles, in jabots, stocks, "Dutch" collars, sailor collars, round collars, stocks with jabots. They are from a manufacturer's lot of samples, beautiful in quality and design. The collection of lace neckwear will be divided into six lots, with the following prices for Wednesday's selling — 15c, 19c, 35c, 38c, 43c.

Waists You Would Like to Receive

If someone were generous, and you lifted one of these waists from a box on Christmas morning, you would be absolutely delighted.

One of them is of fine Brussels net in a broad yoke effect, with panels of heavy embroidery, tucking and lace insertion, double kimono set-in sleeve, and lace insertion; ecru or white, trimmed with silk buttons, sky, pink, brown and champagne. The value is unusual at 2.95

Kimono waist, of all over embroidered net with panel of closely tucked net over shoulder and extending down sleeve. This waist is finished with strapping of silk velvet. The sleeves and tucked collar are edged with Cluny lace. Great value at 2.95

Black waist, of rich silk embroidered net; centre panel of gullup lace with bandings of black messaline satin and silk buttons; three-quarter length sleeves; fastens in the front; lined with heavy Japanese silk. Wednesday 2.95

Buy Hosiery Wednesday

Women's Plain Black Cashmere Hose, with silk embroidered fronts, in red, white and sky, all sizes, Wednesday, 29c pair; 3 pairs in box87

Women's Thread Silk Hose, gauze weight, garter top, Lisle thread heel, toe and sole, black only, all sizes. Pair, Wednesday59
Boxed if desired.

The Possibilities in Gloves

ELITE GLOVES, \$1.00.

Women's Fine Imported Real French Kid Gloves, made from selected skins, have 2 dome fasteners over-sewn seams and silk points on back. Every pair of Elite Gloves is guaranteed. Black, white, tan and all colors, all sizes. Wednesday, per pair 1.00
In Christmas box.

\$1.00 GIRLS' GLOVES, 59c.

Girls' Grace Kid Gloves, with wool lining, some with fur tops, all with dome fasteners, tan and brown, in all sizes. Regularly \$1, Wednesday59

MEN'S GLOVES.

Tan Suede Leather, Wool-lined Gloves, with dome fastener, gors wrist, Bolton thumb, are warm, well fitting gloves, all sizes, regularly \$1, Wednesday79

Give by Certificate

Glove and Hosiery Certificates for Xmas gifts save you the responsibility of selecting kind, color and size. Give the certificate, and let your friend make the selection.



Gift Suggestions from the Whitewear Section

FOR WOMEN—

Silk Shawls, Honeycomb Wool Shawls, Heavy Wrap Shawls, Hand Crochet Bedroom Slippers, Theatre Scarfs, wool and silk, Motor, Head and Neck Wear, Elegant Coat Sweaters, Fancy Vests, hand crochet yokes, Dainty Afternoon Aprons, Maids' Aprons and Caps, several styles Xmas Corset Covers, beautiful Hand-made Lingerie, Handsome White Petticoats.

FOR GIRLS—

Heavy Wool Overalls, Girls' White or Colored Dresses, Girls' Coat Sweaters, Warm Wool Clouds, Pen-Angle Vests or Drawers, Pen-Angle Combinations, Warm Flannelette Night Dresses, Elegant Dressing Gowns of velour.

FOR INFANTS—

Hand crochet Wool Jackets, hand embroidered Cashmere Jackets, the daintiest of White Dresses, beautiful Christening Robes, pretty Booties and Shoes, charming Winter Coats, 2 to 5 years, Bearcloth Carriage Robes, White Wool Overalls.

The Toileware Section

750 Xmas gifts selected from the Toilet Department will be sold at one price, 69c each. The regular prices of these goods are \$1.25, \$1.50, \$1.75. There are Shaving Sets, Toilet Sets, Smoking Sets, Mirrors, Military Brushes, Fancy Xmas Perfumes, and Real Ebony Hair Brushes.

No mail or phone orders taken.

Small Gifts in Jewelry

Gold-filled Pearl Set, hand engraved and plain, lace pin set, in velvet cases. Wednesday49
10k. Gold Rings, set with real whole pearls. Wednesday 1.15
9k. Gold Brooches, set with pearls, amethysts and fancy stones, a number of different designs. Wednesday 5.95

China and Bric-a-Brac

74 only, hand hammered Brass Jardinières, half price, Wednesday 2.98
Tumblers, Baccarat Crystal, demi cut, Wednesday, dozen 3.50
Sugar and Cream Set, rich cut crystal. Wednesday, per set 5.00

See Other Simpson Announcements Elsewhere in This Paper

Sleighs, Chairs, Carriages for the Youngsters

(Fifth Floor).
Boys' Sleds, special 28c, 38c, 58c, 71c.
Girls' Sleighs, 37c, 56c, 93c.
Child's Slat Chairs, special 26c.
Dolls' Carriages and Folders, special 54c and \$2.19.
Baby's Carriage, brown reed, hood and body. Special \$23.45.

Boots at Half-Price To-morrow

650 Pairs Men's Winter and Dress Boots, button and blucher style, in selected patent colt, box calf, gunmetal and Russia tan calf (including 120 pairs "Dr.'s Special" brand, in tan and black winter calf leather, triple thick Goodyear wetted soles, heavy reinforced shank, leather lined), low, medium and high heels. Some of the patents have grey suede tops, every pair Goodyear wetted. This is a very superior range of boots, so be here as soon after 8 as possible. Sizes 5 to 11. Reg. values to \$6.00. Wednesday 2.95
WOMEN'S BOOTS, \$1.99.
320 Pairs Women's Boots, button and blucher style, hand turn, Goodyear welt and flexible McKay sewn soles, tan, Russia calf, patent colt, vicid kid and gunmetal leathers. New York, Cuban and military heels, (60 pairs "Queen Quality" and "Boston Favorite" samples included). Sizes 2 to 7. Regular values to \$4.00. Wednesday \$1.99.

Linens & Woolens for Santa's Pack

Hemstitched Satin Damask Table Napkins, \$3.88 doz.
23 x 23 inches, extra fine qualities and designs, just three odd lines. Regular \$4.75, \$5.50 and \$6.50 dozen. Wednesday 3.88
Genuine Scotch Steamer Rugs \$6.50 Each.

Real Scotch plaids, reversible, finest pure wool, fringed ends, an ideal Christmas gift. Selling in the Blanket Section on Wednesday, each 6.50
Hardanger Linen Tea Cloths and Runners, Half-price. Spoketted all around, coarse linen, 30 x 30 and 15 x 14 inches, balance of stock. Regular 50c each. Wednesday25
BEAUTIFUL DAMASK TABLE CLOTHS, \$2.50 EACH. In pretty gift box, all ready for Christmas, 2 x 2 1/2 yards, elegant new round or square bordered designs, fine all linen. Wednesday, each 2.50 (Second Floor)

Playthings for Christmas Morning

"Beauty" Jointed Dolls, unbreakable body, long curly hair, and sleeping eyes, in princess slip. Wednesday49
Dressed dolls, jointed body, bisque head, closing eyes with real eye lashes, dressed and stylish hats. Regular 69c. Wednesday39
Electric Wonder Book, answers interesting and instructive questions. Wednesday. 1.00
Salcm Witch, the new fortune teller, Wednesday 1.00
Animal ten pins, Wednesday .65
Pussy cat ten pins, Wednesday50
Magnetic Fish Pond, Wednesday50
Picture blocks with pictures, Wednesday25
Fish pond, Wednesday25
Tool sets, on cards, Wednesday, 8c, 10c, 15c, 50c and 75c.
Drums, with sticks, nicely decorated, 20c size, Wednesday 14; 35c size, Wednesday 25c.

Safety Razor Outfit \$2.29

In leatherette case, plush and silk lined, with adjustable bevelled mirror and nickelled collapsible shaving brush. Two hundred only for Wednesday 2.29
Carving Sets, 3-piece, best Sheffield make, with pearl handles, in case, t w o sizes. Wednesday \$6.50 and \$7.75.
Other lines up to \$25. Basement.

Please Remember That two new standard plunge elevators have been installed on south side of Store. Use them for fast service to the Lunch Room.

Beautiful Needlework Cleared in Time for Chris'mas

All our beautiful specimen pieces of hand needlework will, on Wednesday, be marked to half-price. Cushions, Centrepieces, Sachets, Sideboard Cloths, and the various smaller pieces, making exquisite gifts for Noel. Wednesday half-price.
To the early caller Wednesday—3rd floor—from 8 a.m. to 10 a.m., 200 Imported Scrap Baskets. Worth up to 75c each, for25



What He Loves Best

is quality in his belongings. His neckties must be the freshest in pattern and most becoming in color; his clothes must be well tailored and hold their shape—all the things one gets at the Simpson Store as a matter of course.

That's why this is the best Christmas store for Men's Wear.

Fur Coat Season is Here at Last

Eight handsome Canadian spring muskrat fur-lined coats, first grade Canadian otter and Persian lamb collars, in both shawl and lapel style, shell custom made, from very fine English beaver cloth. Regularly \$85, Wednesday, each 69.00
Men's Persian Lamb Caps, of rich glossy, even curls, wedge or driver shape. Wednesday 10.00
Men's Cloth Caps, in tweeds, melton, beaver and corduroys, extra well made, with muskrat fur-lined ear bands, Wednesday 1.00

Dressing Gowns that Fit all Tastes

We are showing some of the finest imported dressing gowns at prices that will bring them into the Xmas gift class.
Gown in red and black or brown and black mottled and stripe design. Has silk girdle and corded edges on sleeves and pockets. Wednesday 7.50
A specially pleasing gown in grey, red and green, fancy pattern, has a silk girdle and corded edges on sleeves and pockets. Made long, loose and roomy. Wednesday 10.50

VESTS FOR MEN.

Xmas Vests are selling to a strong demand. A pearl grey vest, neat stripe pattern, single-breasted style, is both in excellent taste, and would be an appreciated gift. Wednesday 4.25

Blue Suits Recommended

Sale of English navy blue serge suits, in single-breasted, three-button style, are well lined, and faultlessly made in good styles that fit perfectly. Each suit worth \$14.00. On sale Wednesday 9.95

Boys' Velvet Russian Suits

English Silk Velvet Suit, in green and brown, showing a narrow shadow stripe. The style is double-breasted, with Eton collar and bloomer pants. Sizes 2 1/2 to 9 years. Wednesday 6.75
BOYS' WORSTED RUSSIAN SUITS.

Made from a green diagonal French worsted, in single-breast overlay style, nicely trimmed with blue velvet, and leather belt. The pants are bloomer style. Sizes 2 to 6 years. Wednesday 7.00

GROCERIES

2,000 stone fresh rolled oats, per stone, 44c; choice sugar cured ham, half or whole, per lb., 17c; finest canned corn, 3 tins 25c; canned peas, per tin, 11c; choice Valencia raisins, 3 lbs 25c; finest mixed peel, orange, lemon and citron, per lb., 15c; mixed pastry spice, 3 oz. tin, shaker top, per tin, 7c; pure white clover honey, 5 lb. pail, 68c; one car California navel oranges, sweet and seedless, per doz., 28c; cluster table raisins, per lb., 14c; choice red cranberries, per quart, 15c; grape wine, Sterling brand, reputed quart bottle, 22c; pure almond paste, 1 lb. tin, 38c; Cowan's prepared icing, assorted, three packages, 25c.
FRESH ROASTED COFFEE, 25c. 300 lbs. fresh roasted coffee in the bean. Ground pure or with chicory. Wednesday, per lb., 25c.

The **SIMPSON** Company Limited