

Representative Items From Simpson's Offerings for Today

An Overcoat Proposition Worth Weighing Carefully

Regular \$15.00, \$18.00, \$20.00, \$22.00 and \$24.00 Coats Today \$10.95

300 Men's Overcoats and Ulsters, in 30 different and distinct patterns, made from English coatings with fancy plaid backs; Whiteheads, chinchillas, black meltons and beaver cloths, in all the new and best shades of brown and gray; the season's newest and popular young men's form-fitting and slip-on styles, with shawl, two-way convertible collar, double-breasted ulster, or conservative single-breasted, fly front, Chesterfield style; finish and tailoring are the best. Sizes 35 to 44. Saturday for \$10.95

MEN'S FUR COLLAR OVERCOATS, \$11.95.

Shell made from good black beaver cloth, cut double-breasted ulster style, 50 inches long; shawl collar of marmot fur; linings padded and quilted; interlining of rubber makes them proof against wind and rain; wristlets in sleeve; sizes 36 to 44. Saturday \$11.95

MEN'S ENGLISH TWEED SUITS, \$12.00.

Made from satisfactory English tweed, in good brown pattern; cut in stylish single-breasted sack style; sizes 36 to 44. Saturday \$12.00

Discard the old boots! On with the new! There's no excuse for waiting with prices like these today

MEN'S BOOTS \$2.95, REGULAR \$4.00 TO \$6.00.

With Goodyear welt soles; street, dress and work weights; newest and most popular Fall and Winter styles, and the latest and best-fitting lasts.

600 Pairs Gunmetal Calf, button and lace styles. Regular \$4.00 to \$6.00.

500 Pairs Patent Colt, button and lace styles. Regular \$4.00 to \$6.00.

700 Pairs Tan and Mahogany Color Russia Calf, button and lace styles. Regular \$4.00 to \$5.50.

300 Pairs Vici and Dongola Kid, lace style. Regular \$4.00 to \$5.00.

All sizes in the different leathers. All one price on Saturday at \$2.95

WOMEN'S NEW YORK BOOTS, \$2.49. REGULAR PRICES \$4.00 TO \$6.00.

A great array of styles, colors and shapes, in the most popular leathers and cloths, showing the latest heels, foxings, patterns and designs; suitable for dress and street wear; the ultra-fashionable, conservative and fashionable women can be suited in this splendid up-to-date lot of 1200 pairs, including Nurses' Cushion Sole Boots, with rubber heels.

250 Pairs Dull Black and Gunmetal Calf, in button and lace styles. Regular \$4.00 to \$5.50.

400 Pairs Selected Patent Leather, in button and lace patterns. Regular \$4.50 to \$6.00.

300 Pairs Chocolate Kid and Dark Tan Calf, in button and lace styles. Regular \$4.00 to \$6.00.

250 Pairs Polished Black and Dull Kid, in button and lace patterns. Regular \$4.00 to \$5.50.

All sizes in the above lots. All one price Saturday \$2.49

MISSIE'S FALL BOOTS, SIZES 11 TO 2.

All the following are from the most reputable makers of girlish, dressy, serviceable and proper fitting fall footwear:

600 Pairs of Selected Polished Box Calf Boots, in button and lace patterns; all sizes. Saturday \$1.99

500 Pairs Best Glove Grain Black Brazilian Kid Leathers, in neat button and lace designs; all sizes. Saturday \$1.79

Phone orders while sizes last.

Wall Papers

Dainty Bedroom Papers, florals, chambrays, stripes and chintzes, in pink, blue, yellow and mixed colorings. Regular 10c and 12c. Saturday, special \$6.00

Cut-Out Borders, to go with chambray and stripe bedroom papers; large variety of floral effects, in various widths. Regular 10c and 12c. Saturday, special \$5.00

Hall Paper, combination of stripe and medallion pattern, worked with gold and warmer tints on green, buff and tan backgrounds. Regular 20c. Saturday, half-price, \$10.00

Parlor Papers, heavily embossed silk effects, in gray, blue, cream and green. Regular 35c. Saturday, special \$19.00

Guaranteed Alarm Clock Today 71c

\$1.00 Alarm Clocks for 71c—A limited number of accurate and reliable Clocks, solid brass movement, 4-inch dial, plain nickel case, with alarm bell on top.



You Can Get a Made-to-Order Overcoat Today for \$24.00

We have just 80 coat lengths to sell at this price today, all high-grade materials imported for our custom department. Black or dark Oxford gray meltons, chevrons and llamas, fancy brown and green coatings and heather mixtures. Regular prices were \$30.00, \$32.50, \$35.00 and \$38.00.

Select your coat Saturday; have your measurement taken, and we will make up any one of these coats for \$24.00

Expert journeymen tailors only. Fit and workmanship guaranteed.

BOYS' AND YOUTHS' CHINCHILLA ULSTERS, \$7.45.

150 Well-Tailored, Double-Breasted Winter Ulsters, cleared from a manufacturer at much below the present day values. Full cut models with convertible collars, belts and serge linings; navy blue cloths, imported from England; sizes 26 to 35. Regular \$10.00 and \$12.00. Saturday \$7.45

AN ASSORTED LOT OF LITTLE FELLOWS' OVERCOATS.

150 Russian and Junior Ulsters, neatly tailored from English and Scotch tweeds, in browns and grays; solid weaves; also navy or gray chinchilla; most are flannel lined. Regular \$6.00, \$6.50, \$7.00 and \$8.00. Sizes 2 1/2 to 9 years. Saturday \$4.95

Chicken Dinner 25c Today

Served from 11.30 to 2 p.m.—Roast young chicken giblet; potatoes, boiled or mashed; green peas; apple pie or ice cream; tea, coffee or milk; bread, white or brown.

AFTERNOON TEA, 3.00 to 5.30 P.M.—Charlotte russe; thin bread, buttered; pot of tea with cream, 15c, or two persons for 25c.

Super-Values for Men

MEN'S \$5.00 AND \$6.00 SILK SHIRTS, \$1.98.

A Lot of Travellers' Samples, of all the new stripes and plain silks; mushroom pleats and jacquards, with double French cuffs; coat styles; sizes 14 to 16 1/2. Regular \$4.00, \$5.00 and \$6.00. Saturday \$1.98

\$6.00 COMBINATIONS FOR \$2.98.

Men's Pure Wool Combination Underwear—The entire floor stock and overmakes of one of the largest underwear houses in Canada, at less than manufacturers' cost; cream shade; closed crotch style; sizes 32 to 40. Regular \$6.00. Saturday \$2.98

Soldiers' Khaki Flannel Shirts—With separate or attached collar; sizes 14 to 16 1/2. Saturday \$2.98

Men's Flannel Pyjamas—Extra quality; pink, blue, gray and brown stripes; high military collar; silk frogs; sizes 34 to 46. Regular \$2.50. Saturday \$1.98

Men's Knit Hats—Plain and fancy stripes, in blues and blacks; cambric, soisette, zephyr and vicuna cloths; coat styles; laundered cloths; sizes 14 to 18. Regular \$1.25, \$1.50 and \$2.00. Saturday \$1.00

An \$3.00 Special—Men's Wool Sweater Coats—Plain and fancy stitch; travellers' samples; ranges of regular lines; plain and two-color effects; high storm collar; two pockets; sizes 36 to 44. Regular \$5.00 and \$6.00. Saturday \$3.79

Men's Silk Neckwear—Plain and fancy knits, cross-bars, diagonal weaves, khaki, black, mauve, red, blue; good widths and lengths. Regular 75c. Saturday \$2.50

Men's Winter Soft Hats

In velvet, scratch and bright finish; fine Italian and British manufacture; dressy styles; in colors green, navy, slate, brown and black. Regular \$1.50, \$2.00 and \$2.50. Saturday \$1.00

Men's Knit Hats—Samples of up-to-date shapes; fine quality imported fur felt; sizes 6 1/2 to 7 1/2. Regular \$2.00. Saturday \$1.50

Soft Hats—Dark gray, light gray, dark green, brown and navy; the smartest shapes of the season; rich looking hats; finest Italian make; sizes 6 1/2 to 7 1/2. Saturday \$1.50

Young Men's Soft Hats—Latest American models. \$2.50

Christy's English Derby Hats \$2.00

Men's and Boys' Caps—New American and English golf shapes. Saturday \$1.50

Week-End Bargains in Drapery Fabrics

Saturday is devoted to the selling of various kinds of Drapery and Upholstery Fabrics, which, by reason of their being short ends or part rolls only, we wish to clear at these big reductions.

\$2.00 Cotton Tapestries at 79c a Yard—Short ends, regular \$2.00. Saturday \$1.79

\$2.00 Cough Covers, Saturday, \$2.95—Splendid very good quality always popular. Couch covers. This is a special clearance. Size 108 inches by 60 inches. Regular \$2.50. Saturday \$2.95

\$2.50 Sunfast Figured Silk at 95c—Five half rolls in pale green, copper color, pink and gold; width 50 inches. A very artistic small size. Regular \$2.50. Saturday \$2.95

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Linoleums, Carpets, Rugs and Mats

AT SUBSTANTIAL PRICE REDUCTIONS SATURDAY.

ENGLISH AND DOMESTIC BRUSSELS CARPETS, REGULAR \$1.35 AND \$1.50, MADE AND LAID, 99c PER YARD.

Discontinued designs and part rolls of best Brussels carpet, Oriental and floral effects, for small rooms and halls. Regular \$1.35 and \$1.50 a yard. Saturday, each \$1.00

Heavy Quality Floor Cloth, 32c—A new shipment of standard quality floor cloth, in a big range of designs; widths 36, 45, 64, 72 and 96 inches. Saturday, per square yard \$1.00

Vestibule Mats in Great Variety—We have a large stock of these very useful Wilton Mats for vestibules, all Oriental designs, in brown, tan, green, etc. Size 7' x 36 inches, \$3.50; size 36' x 36 inches, \$4.25 and \$5.25.

\$5.00 English Wool Back Axminster Rugs for \$3.95—These heavy wool back rugs are suitable for small halls and landings, and on account of the wool back they will lie perfectly flat; Oriental designs in a good range of patterns; size 31 x 63 inches. Regular \$5.00. Saturday, each \$3.95

Forty Oriental Rugs at \$11.75—Moroccan, Cabestan, Ghendies, Bokhara, etc., in browns, blues and soft rose colorings; sizes from 4'0" x 3'0" to 5'6" x 3'6". Saturday, special \$11.75

Scotch Tapestry Rugs Below Regular Prices—Several of these rugs are slightly imperfect in the weaver's color centres, with chintz borders, specially priced as follows: 7'6" x 9'0", \$6.50; 9'0" x 9'0", \$10.50; 9'0" x 10'6", \$12.00; 9'0" x 12'0", \$13.75.

HARDWOOD FLOORS.

All lumber used is of the famous "Beaver Brand" quality, thoroughly kiln dried, tongue and grooved on sides and ends, and our workmen are all thoroughly experienced, and our floors are guaranteed in every way. Plain white or red oak, 17c and 18c per square foot. Laid, waxed and polished complete.

China Offerings on Sale Saturday

An Assortment of New Fancy Japanese China—Bon-Bons, Sugar and Creams, Hair Receivers, Powder Boxes, Tea Strainers, Butter Trays, Cake Plates, Mustard Pots, etc. Saturday at \$1.19

Sugar and Creams, 15c Per Set—Pretty floral decorations.

\$3.00 and \$3.50 Chocolate Sets for \$2.19—Set consists of six cups and saucers and one jug, in the newest decorations.

Values Up to 75c for 39c—Japanese china assortment; Fruit Bowls, Celery Trays, Cake Plates, Cups and Saucers, Jugs, Cheese Dishes, Ash Trays, Match Holders, Rose Jars, Teapot Stands, etc.

500 boxes Assorted Chocolates and Bonbons. Saturday, special, per box \$1.00

1000 lbs. Imported John Bull Butter. Saturday, \$1.25

1000 lbs. Assorted Nut Taffy, per lb. \$1.10

1000 lbs. Simpson's Special assortment of Chocolates, Cream Caramels and Bonbons, per lb. \$1.20

Khaki Handkerchiefs for the Soldiers

Khaki Linen Handkerchiefs, 1/2-inch hemstitch border; full size; every thread linen. Saturday special, 3 for \$1.00

Khaki Silk Handkerchiefs, soft twilled silk, full size, 1-inch hemstitch border; extra heavy quality of silk. Saturday special, each \$1.50

500 Dozen of Khaki Handkerchiefs, mercerized, soft silk finish, 1/2-inch hemstitch border, full size. Special Saturday, 3 for \$2.25

Men's Initial Handkerchiefs, white Irish lawn, silk embroidered initial, 1/4-inch hemstitch border, full size. Special Saturday, 4 for \$2.25

Women's Corner Embroidered Handkerchiefs, fine Swiss 1/4-inch hemstitch border, spray and bunches of flowers in small designs in corner. Special Saturday, 4 for \$2.25

Buy Towels Today

White Turkish Bath Towels, made in England; soft, close pile. Saturday, 3 pairs \$1.00

All-Linen Huckaback Bedroom Towels, finished hemmed. Saturday, per pair \$1.00

Bleached English Sheets, twilled or plain weave; large size, 80 x 100 inches. Saturday, pair \$1.88

Sateen Comforters, light, fluffy cotton filling; extra well quilted; size 72 x 72 inches, pretty colorings. Saturday \$2.48

Bath Robe Lengths, warm and cozy; size 2 x 2 1/2 yards; big range of colorings to choose from, with cord and girdles to match. Saturday \$2.75

Curl Cloth Coatings, 54 inches wide; light brown, gray, Copenhagen and red. Regular \$2.00 yard. Clearing Saturday, yard \$1.95

New Vinyel Flannels at Old Prices. Big range of stripes and plain colorings. Per yard \$1.60

Low Prices on Gloves and Hosiery

Women's "Llama" Hosiery, plain black cashmere, English make. Saturday \$1.00

Women's "Pen-Angle" Hosiery, plain black cashmere, 3 pairs 1.00; pair \$1.00

Women's American Hosiery, list of thread top, colored tops, plain colors, black and white \$1.00

Boys' and Girls' Hosiery, ribbed black cashmere, sizes 6 to 12. Saturday \$1.25

Men's Black Cashmere Half Hosiery, less foot, "Llama" brand; sizes 9 1/2 to 11. Saturday \$1.25

Men's Winter Dress Gloves, gray, tan and natural, unlined or wool lined; sizes 7 to 10. Saturday \$1.00

Women's Winter Dress Gloves, black, white and colors; sizes 5 1/2 to 7 1/2. Saturday \$1.00

Women's "Llama" Hosiery, ribbed black cashmere, sizes 6 to 12. Saturday \$1.25

Heavy weight, silk lined \$2.00

New Market

SIMPSON'S QUALITY MEATS.

Beef, Shoulder Roast, per lb. \$12.50

Beef, Thick Rib Roast, per lb. \$12.50

Beef, Best Rib Roast, per lb. \$12.50

Beef, Round Steak, per lb. \$12.50

Beef, Sirloin Steak, per lb. \$12.50

Forequarter of Spring Lamb, per lb. \$12.50

Leg of Spring Lamb, per lb. \$12.50

York Brand Breakfast Bacon, whole or half \$12.50

York Brand Smoked Ham, whole or half \$12.50

Pure Lard, 2 lbs. \$12.50

Swift's Sunday Breakfast All-Pork Sausages, in 1-lb. packets, per lb. \$12.50

THE GROCERIES.

2000 lbs. Fresh Creamery Butter, White Clover Brand, per lb. \$12.50

Toasted Cornflakes, 3 packages \$12.50

Loaf Sugar, 3 lbs. \$12.50

Clark's Pork and Beans, in Chili Sauce, large tin \$12.50

Canned Lobster, 1/2-lb. tin \$12.50

"Three Star" Apples, per tin \$12.50

Shirriff's Marmalade, 2-lb. tin \$12.50

Finest Canned Corn, in Tomatoes, 25c

Cherries, per tin \$12.50

Gorton's H. P. Sauce, bottle \$12.50

Crossed Fish Brand Sardines, 2 tins \$12.50

500 lbs. Peak Brand's Shortbread, per lb. \$12.50

Finest Honey, in the comb, section \$12.50

Banner Brand Jam, stuffed or plain, bottle \$12.50

Blue Bell Jelly Powders, assorted, 4 pkgs. \$12.50

Pure Gold Salad Dressing, 3 packages \$12.50

500 lbs. Fresh Fruit Cake, per lb. \$12.50

Fancy Mixed Biscuits, 2 lbs. \$12.50

FRESH ROASTED COFFEE, 1 lb. \$12.50

1000 lbs. Fresh Roasted Coffee, in the bean, ground pure or with chicory. Saturday, per lb. \$12.50

4000 Pampom Chrysanthemums, in bunches of 25 flowers, yellow, white, bronze and pink; regular 40c per bunch. Saturday, \$12.50

1000 Fresh Cut Roses, pink, white or red; regular \$12.50 per dozen. Saturday, \$12.50

500 Chrysanthemums, large size, pink, white, yellow, regular \$12.50 dozen. Saturday, \$12.50

3000 Princess Violets, in bunches of 25 flowers, 20c, or 2 for 35c.

BULBS SHOULD BE PLANTED NOW.

Dutch Hyacinths, blue, white and red (single), dozen \$12.50

Giant Daffodils, for growing in water or earth, dozen \$12.50

Blue Scilla Siberica, for border of flower \$12.50

Paper White Narcissus, grow in water or earth, dozen \$12.50

Choice Jamaica Grape Fruit, regular \$1.00 dozen, special, 4 for \$12.50