

E. SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. FUDGER, President.

J. WOOD, Manager.

Winds mostly north and east; cold, with light snowfalls.

E. SIMPSON



## Black Beaver Hats for Mourning Millinery

There is no reason why Mourning Millinery should not be as "smart" as any other nowadays; in fact, the present desire for the "silhouette" effects brings black millinery very strongly to the fore.

To-morrow we direct your attention to fifty large black beavers, trimmed with silk, velvets or draped flowers. The shapes alone are worth more than our Saturday price for the completely trimmed hat, which is \$4.85.

See our special display of Mourning Millinery at \$5 to \$7.

Also 37 of our better hats, trimmed in colors, hats that have been marked in our showcases at \$9.00 to \$16.50. Saturday \$5.00.

15 dozen Black Shapes, large, small, satin finish fur felt; sold in the regular way at \$1.75 to \$2.75; Saturday, 50c.

Baby Bonnets in fancy silk, white and black fur, Angora fur and white bearskin; regular \$1.75 to \$2.50; Saturday, 85c. (No mail or phone orders filled in this line.)

## Black Dress Goods for Early Spring

The first important showing of the fabrics we will sell for one dollar in this department:

An advance shipment, which includes new Panamas, San Toys, Poptins, All-wool Voles in chiffon, medium and coarse weaves, West of England Suitings, Broadcloth Suitings, Cheviot Suitings in the new mill finish, Silk and Wool San Toys, Silk and Wool Henriettes, Silk and Wool Eolienens, New Perma Suitings. You will be interested merely to see these beautiful fabrics, the finest collection we have ever shown at this price. Guaranteed fast, unfading dyes; 44 to 52 inches wide. Per yard, \$1.00.

**BLACK AND COLORED DRESS CHIFFONS.**  
Chiffon veiling for fashionable wear is as pretty as it is stylish. We have just received a new shipment of these pure silk chiffons, that are clear, sheer and bright, exceptionally strong. Black is being worn over black satin and plain and fancy colored silks. The ivory and colored chiffons are worn over silks and satins, plain and fancy, in colorings that blend. Special, 46 inches wide, per yard, \$1.00 (Silk Dept., Second Floor.)

## What Sort of Waist

would you expect to buy for \$1.95? Picture it in your mind, then come to the Third Floor Saturday morning, and get the biggest surprise of the season.

**\$5.00 SILK AND NET WAISTS, \$1.95.**  
200 Waists of fine chiffon silk and dainty Net Waists. Silks are made in plain tailored styles and trimmed with buttons and silk braid, black, navy, green and Paisley effects. Net waists are very effectively trimmed with lace insertion, lace motifs and fine tucking, white and ecru. Regular \$4.00 and \$5.00. Saturday, \$1.95.

A Dainty Lingerie Waist of fine mull, front has groups of pin-tucking, Swiss embroidered medallions and fine Val lace insertion, tucked back, lace trimmed collar and sleeves, sizes 32 to 42, Saturday \$1.95.

200 new Waists of pure Irish linen, strictly man-tailored shirtwaists, groups of half-inch tucking back and front, shirt sleeves; this waist is beautifully laundered and ready to wear; sizes 32 to 42; special, Saturday, \$1.95.

**Fresh Interest in the Sale of Women's Fine Furs**

One (only) Handsome Broadtail (baby lamb) Set, Paris model, regular \$450, sale price \$362.50.

One (only) Black Fox Set, stole and muff, Paris model, regular price \$250, sale price \$190.

One (only) Natural Blue Fox Set, stole and muff, regular price \$125, sale price \$90.

One (only) Broadtail Paw Set, wide Windsor scarf and muff, regular price \$100, sale price \$75.

One (only) Black Fox Scarf, "Strand," 3 yards long, 16 inches wide, regular \$175, sale price \$140.

Isabella Fox Stoles, regular price \$37.50, sale price \$30. Isabella Fox Stoles, regular price \$35, sale price \$25.

## 4 1/2 Inch Taffeta Ribbon 10c Yard

Only 1,200 Yards, And It Won't Last Long.

An excellent Ribbon for hair bows and millinery. It is 4 1/2 inches wide, of good quality pure silk. There are only nine shades left, so we clear them out Saturday. The colors are pink, sky blue, moss, champagne, lilac, sage, tan, brown and navy. This ribbon is regularly 15c yard. Saturday, per yard, 10c.

## Feather Boas

Main Floor.

Beautiful Ostrich Feather Boas, in black, white, grey, also black and white, 68 inches long. Special, Saturday, \$4.98.

Ostrich Feather Ruffles with silk ends, black, white, grey, also black and white. Special, Saturday, \$1.95.

Five Strand Marabou Boas, good long fibres with tail ends, in natural color. Special, Saturday, \$1.95.

## Bags and Belts at Trifling Cost

Elastic and Leather Belts, in colors only. Regular 25c. Saturday, each, 10c.

Seven-Inch Bag with gilt frame, black only, inside coin purse and smelling salts bottle. Regular 50c. Saturday, 35c.

## Some Books, Slightly Soiled, Others Good as New, all at Low Prices

Special in our Soiled Book Sale on Saturday—  
500 Floral Edition of the Poets. Regular 25c. For the sale, 21c each.  
200 Cloth Bound Volumes, including Dickens, "Shirley," "Hypatia" and "The Scarlet Letter." Regular 45c. For the sale, 35c each.

200 The Household Library, bound in cloth. Regular 24c. For the sale, 15c each.

## Chances to Renew Homefurnishings

Carpets will wear out; the laundry plays havoc with the curtains. No doubt yours have felt the Christmas strain. On Saturday you will find a splendid selection on the Fourth Floor at a great reduction. Be sure the Axminster harmonizes with the wall paper. The latter is on the floor above, and we will be pleased to give you the newest suggestions in decoration.

800 Yards of Heavy Axminster Carpet, in an excellent range of designs, borders to match. Regular \$1.65. Saturday, per yard, made, lined and laid, \$1.19.

600 Pairs of Nottingham Lace Curtains, 50 to 60 inches wide, 3 1/2 yards long. Regular \$1.25 to \$1.65. Saturday, per pair, 85c.

Parlor Papers, in greens, blues, pink, creams, glits and flats. Regular to 50c. Saturday, 24c.

Dining Room and Hall Papers, in browns, reds, blues, greens, with or without borders. Regular 35c. Saturday, 17c.

Bedroom Papers, in light of medium grounds, floral, plain or stripe effects, in pink, blue, green, yellow. Regular to 25c. Saturday, 11c.

**China and Glassware at Attractive Prices**  
Tumbler, thin clear glassware, melted edge. Saturday special, 6 for 45c.  
700 Pieces China ware, comprising jardiniere, cups and saucers, sugar and cream sets, teapots, etc. To clear, Saturday, 25c.

97-Piece Dinner Set, high-grade Austrian china ware, dainty floral decoration, all pieces good lined, 29 sets. Saturday, \$3.95.

## Saturday Opportunities for Boys and Girls

## Girl's Winter Coats

On the 3rd Floor

130 Girls' Warm Winter Coats, of blanket cloths, imported friezes and cheviot serges, in navy, brown, green, grey and rose, also of imported tweeds, in fancy mixtures of grey tones, made in a variety of smart styles; single or double breasted fronts; mannish or roll collar; some are strictly tailored; sizes in the lot, but not in each material or color, are 4 to 14 years. These coats sold regularly at prices ranging from \$5.50 to \$12.00. To clear Saturday \$3.49

On Saturday morning we put on sale a little lot of Girls' Winter Coats, made of a good quality poyette cloth, in black only; double breasted fronts, college collar, turn-back cuffs; coat is lined throughout with English sateen; sizes are 4, 6, 8 and 10 years. Reg. sold at \$6.95. Saturday's price \$3.95



## Boys' Winter Overcoats

On the Main Floor, Richmond St.

Boys' Heavy Weight English and Scotch Tweed College Ulsters, in brown, grey and black grounds, with neat self and fancy colored thread stripes; also a few plain black, cut in the latest single breasted style, with one-way military stand collar, or with convertible collars, which can be worn with lapels turned down or in stormy weather buttoned close up to the throat; also a few black English cheviot and melton Chesterfield overcoats, with neat black velvet collars; splendidly tailored; sizes 27 to 35. Regular up to \$10.00. To clear Saturday at \$6.95

## A Refreshing Kind of Whitewear Sale

Some Whitewear sales are held merely to clear out old stock that has not been sold during the regular season. It is sometimes warned up with a few very low prices, but styles and materials are not new. But what a different kind of sale is now being held at Simpson's!

Here every garment is quite new, for although the sale represents nearly a year of preparation, only the very latest styles are accepted, and the delivery is just being completed. Moreover, every advantage in the price of materials and trimmings during the past twelve months has been used to make these garments represent the greatest values in whitewear we have ever been able to offer.



## Snowy Whitewear as Fresh and Sweet as Sweet Lavender

Nightdresses, 2 beautiful styles, slip over or high neck, trimmed with extra fine embroidery and silk ribbon, high neck style, has 32 small tucks from shoulder to waist, three quarter and long sleeves, lengths 56, 58, 60 inches. Regular values \$1.65 and \$1.75 each. Saturday sale price, 1.25.

Petticoats, fine white or pink flannel, Mother Hubbard style, trimmed with ruffle of goods on neck, front and cuffs, lengths 56, 58, 60 inches. No phone orders for this line; 200 only at the price. Saturday sale price, 50c.

Princess Slips, fine nainsook, deep tucked flounce, lace frills, beading and silk ribbon on neck and arms, fastened down back, sizes 32 to 42 bust measure. Regular price \$1.50 each. Saturday sale price, \$1.00.

Corsets, a fashionable D and A model in extra fine strong white cloth, medium bust, extra long, below waist with deep unboned skirt, finest rust-proof steel with 4 wide strong side steels, slashed fronts to ensure ease when sitting, 6 fine garters, beautiful lace trimmed, ribbon bow. Sizes 18 to 26 inches. Regular value \$3 a pair. Saturday sale price, \$1.50.

Girls' White Dresses, skirt made of beautiful allover embroidery waist trimmed with wide embroidery insertions and fine valenciennes lace and small tucks. Sizes for ages 6 to 14 years. Regular value \$4.25 each. Saturday sale price, \$2.75.

Women's Vests and Drawers. "Stralian Brand," fine plain heavy white or natural merino wool and cotton mixture, guaranteed unshrinkable, vests are high neck, long sleeves, button front, shaped, draw-ers to match, ankle length, open or closed, sizes 32 to 42 bust measure. Regular price \$1.00 and \$1.25 each. Saturday sale price, 50c each.

Corset Covers, 4 dainty styles to choose from, allover embroidery or with deep lace yokes, run with silk ribbons, sleeves finished with lace, pearl button. Sizes 32 to 44 bust. Regular prices 65c to 75c each. Saturday sale price, 50c.

art ticking, full size. Price Saturday, \$7.45.  
30 pairs of Pure Down Pillows, well filled and covered with German linen ticking, sizes 22 x 28. Regular price \$3.00 per pair. Saturday, \$5.95.

700 YARDS IRISH ROUGH BROWN HOLLAND 18C YARD.

38 to 40 inches wide, all pure linen, brown holland, for children's frocks, ladies' wash suits, boys' blouses, etc., while lasts Saturday morning, yard, 18c.

12 YARDS HORROCKSES SPANISH NAINSOOK FOR \$1.58.  
36 inches wide, Horrockses famous nainsook, beautiful, soft, fine, pure underwear cloth for the daintiest garments, 12 yards in each length. On sale at Cotton Counter, per length, Saturday, \$1.58.

Our new Baking Room is now making all the pies used in the restaurant. We will be glad to have you visit us and see how we make them.

Ready at 8 o'clock. Service prompt and courteous. Foods hot and well cooked. Tea and coffee is good and freshly made. Eggs are strictly new laid. Elevators close to Queen St. entrance running to lunch room without delay. Prices range from 15c to 50c.

2 only, Comforters. Regular \$10.50. Saturday, \$7.50.  
1 only, Comforter. Regular \$13.50. Saturday, 9.00.  
1 only, all satin. Regular \$35.00. Saturday, \$19.50.  
1 only, brocade silk. Regular \$20. Saturday, \$13.50.  
1 only, silk. Regular \$33.000. Saturday, \$18.75.  
10 only, two-tone velvets. Regular \$16.75. Saturday, \$10.00.

**BREAKFAST**  
Ready at 8 o'clock. Service prompt and courteous. Foods hot and well cooked. Tea and coffee is good and freshly made. Eggs are strictly new laid. Elevators close to Queen St. entrance running to lunch room without delay. Prices range from 15c to 50c.

**The Robert SIMPSON Company Limited**



## Superior Overcoats and Ulsters

There are Overcoats that look well, and last for winter after winter, and there are Overcoats which the wearer apparently borrowed; the kind you say things about every time you have to put it on. Under ordinary circumstances a really nice hand-tailored perfect fitting overcoat that suits you would cost from \$20.00 to \$26.00. To-morrow (Saturday) you can buy one of these \$26.00 coats for \$15.00.

There are heavy imported tweeds, single and double breasted ulsters, auto coats and dressy Chesterfields, Meltons and Kerseys, with a big range in colors. They are all hand-tailored from top to bottom, and there will be no trouble in getting a perfect fitting garment. Saturday \$15.00.

## A Shirt Sale---with a Difference

When \$2.00 Neglige Shirts are selling for 79c, men do not, as a rule, expect to find designs and patterns of the first choice. But that is where to-morrow's Shirt Sale in our men's store will be most interesting. We will show you patterns that are very smart, and yet in perfectly good taste. Fifteen hundred of them to choose from, and for the most part worth double or more Saturday's price.

1,500 Men's Neglige Shirts, chambrays, zephyrs, French percales and solid prints; some are coat style; others plain and pleated fronts. Regular to \$2.00. Saturday to clear 79c.

400 Men's Pure Wool Flannel Shirts, with reversible collars; extra large body and well finished; every seam strongly double stitched; colors are green, fawn and brown, with pretty stripe and tartan effects. Sizes 14 to 17. Regular price \$2.50 and \$3.00. Saturday to clear \$1.39 each, or 2 for \$2.70.

500 garments of Men's "Britannia Brand," natural wool, fine and soft, will not irritate the most sensitive skin; guaranteed absolutely unshrinkable; made with heavy spliced elbows and knees, and finished off with elastic rib cuffs and ankles; shirts or drawers. Sizes 34 to 46. Regular \$1.50 and \$2.00. To clear Saturday \$1.29.

## Correct Hats for 1911

Few men can afford to wear a shabby hat, and there cannot be many men who are unable to find time to call and choose one for the New Year. On Saturday there will be 500 on sale; all correct style, finest English Derbys; black and brown. Usual price \$2.50. Saturday 99c.

## You Are Often Judged by Your Footwear

Here is a chance to go up in the eyes of the world:

## WOMEN'S BOOTS.

500 pairs Women's High Grade Boots, American styles from Boston; patent colt, vici kid, tan calf and black velours calf leathers; some styles have cloth tops; button, Blucher and lace styles; Good-year welt and fine McKay sewn soles; all sizes in the lot, 2 1/2 to 7. Regular prices to \$4.00. Saturday \$2.49.

## MEN'S BOOTS.

700 pairs Men's Boots; every pair Goodyear welted; Blucher style, patent colt, black box calf, tan calf and glazed colt leathers; all popular sizes and widths, 5 to 11. Regular value \$4.00. Saturday \$2.95.

## MISSSES' AND CHILDREN'S BOOTS.

400 pairs Misses' and Children's Boots, made from fine, strong Dongola, kid leather; Blucher style; medium heavy soles; spring heels and low heels; all sizes, 5 to 7 1/2, 8 to 10 1/2 and 11 to 2. Regular prices to \$1.25. Saturday all one price 75c.

## You Can't Have Too Many Pairs of Such Gloves and Hosiery—Especially at These Prices

## 65c STOCKINGS 25c.

Women's Stockings, broken lines from our regular stock; the lot consists of fancy colored silk foot, with lisle top, fine lisle thread with silk embroidered fronts, in a variety of colors. Regular 65c and 75c. Saturday 25c.

(Cannot promise to fill phone or mail orders.)

## 75c KID GLOVES 39c.

Women's Kid Gloves, wrist length; the lot consists of glace finished in tan, brown, black, suede, undressed kid, in tan, mode, grey; not all sizes in each kind, but in the lot are sizes 5 1/2 to 7 1/2. Regular 75c. Saturday, pair 39c.

(Cannot promise to fill phone or mail orders.)

Child-en's Plain and Fine Ribbed Black Cashmere Stockings, double spliced heel, toe and sole; sizes 4 to 6 1/2. Regular 25c. Saturday 19c.

Women's Fine Cashmere Gloves, black, grey, brown, white, dome fasteners. Regular 35c and 50c. Saturday 19c.

Men's Plain Black Llama Cashmere Sox, double spliced heel, toe and sole, fine elastic rib top. Regular 35c. Saturday 25c.

Men's Wool Lined Gloves, in glace kid and suede finished, in tan and brown, dome fasteners, gore wrist. Regular \$1.00. Saturday 79c.

## \$1.50 House Dresses, Wrappers, Gowns and Sacques, to clear 79c

About 300 Women's Dressing Gowns, Sacques and Wrappers, of extra quality flannelette; neat designs in cardinal, grey, sky, mauve and black; also a number of house dresses, in striped percale, oddments, samples and counter soiled garments to clear. Regular \$1.25 and \$1.50. All sizes in the lot. Saturday 79c.

(No phone or mail orders.)

## Groceries

2,000 Pounds Fresh Creamery Butter, Little Clover Brand, per pound, 30c.  
Toasted Corn Flakes, 3 packages, 25c. Loaf Sugar, 4 pounds, 25c. Canned Fruit, in quart gem jar, raspberries, strawberries, cherries, peaches, plums and pears, per jar, 25c. One car choice California "Sunlight" Oranges, good size, sweet and seedless, per dozen, 25c. Baker's Cocoa, 1/2-pound tin, 25c. Rich Red Salmon, Nimpkish brand, per tin, 18c. Imported French Peas, per tin, 12c. Aymer Honey Dew Corn, per tin, 10c. Macaroni's Pickles, assorted, pint bottle, 22c. Finest Green Olives, 12-ounce bottle, 25c. 300 lbs. Fresh Peel Cake, regular 20c, per lb., 15c.