

L. SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

Forecast: Gale, with snow and rain.

L. SIMPSON

The Very Heart of Christmas—The Simpson Store

Buying for Women

includes not only the selecting of the more or less frivolous gifts and favors of the season, but, what is to most women a vastly more important matter, the selection of fitting wear for her person.

Charming Offerings in Women's and Misses' Suits

Suits made from French Venetians, English serge and tweed mixtures, have coats lined throughout with silk, have notched or rever collars and are plain tailored or prettily trimmed. The skirts come in panel or pleated styles. In the lot are wine, green, navy and black. Regularly \$14.50 to \$18.50. Saturday, special at 6.45

WOMEN'S WINTER COATS.

The materials are navy, serge and beaver cloths, dark tweed mixtures and red and black striped diagonal worsteds. A variety of styles with semi-fitting backs, double or single-breasted fronts, buttoned up to throat with turnover collar or large shawl collar. Some have tailored collars and revers. Patch or flap pockets. Some as high as \$13.50. Saturday, special at 6.49

WOMEN'S SKIRTS.

A collection of broken lines consisting of panamas, in navy, French venetians, in black, navy or green, and striped worsteds in green or fawn tones. Saturday, special at 2.98

GIRLS' RED RIVER COATS.

These garments are of machine cloth, in navy blue with pale blue hood, sash and toggle to match; cut double-breasted with storm collar; have patch pockets and are trimmed with gilt buttons. Sizes are 10, 12 and 14 years. Special value at 6.75

Petticoat Value

Taffeta Petticoats, guaranteed perfect fitting, knife-pleated and tailored flounces, with underpiece, shot effects, in green, navy, rose and grey; lengths 36 to 42 inches. Regular \$4.00 and \$4.50. Saturday, special at 2.98

Three New Blouses

FOR XMAS WEARING.

At 3.95—Beautiful blouse of stripes of satin ribbon and Cluny insertion, kimono sleeves, finished with fringe, high or low neck; colors sky, pink, mauve and all ivory. Saturday, special at 3.95
At 5.00—The newest chiffon blouse, low necked, short sleeves, finished Venetian lace, black satin jabot front, finished fringe and buttons; colors are white with black, all cadet, navy and black. Saturday, special at 5.00
5.00—Striking blouse, of rich satin duchesse, high neck, new satin sleeve, front large turned back panel, with big pleated jabot; colors are black, with cerise, cadet and black, navy and black, brown and all black. Saturday, special at 5.00



Marabou and Ostrich Sets

Handsome Marabou and Ostrich Stoles, in choice fibres, \$6.50, \$8.00 and \$10.50.

If you start to-morrow to study the entire Christmas gift possibilities of the Simpson Store, the Merry Day itself would be gone before you could see one-half.

THE ARRANGEMENT, however, is so simple, and the values so carefully marked, that you need not waste a single moment in reaching and securing any desired article.

Your patronage has made possible this great home of merchandise. THE SIMPSON STORE IS CREATED FOR YOUR CONVENIENCE. USE IT.

Beautiful Furs at Lowered Prices

Pieced Persian Lamb Muffs, extra large bolster shape, with full shirred satin ends, down filling, silk wrist cord. Special for Saturday's selling at 14.75

Pieced Persian Lamb Scarfs, 36 in. long, made cross-over style, have strap of self, with head and claws, silk lined. Special Saturday at 6.50

Extra fine Orenberg Mink Marmot Stoles, 10 inches wide on shoulder, long stole fronts, trimmed with bias fold and 20 large squirrel tails, silk lined. Regular \$27.50, Saturday 19.00

Extra fine Orenberg Mink Marmot Muffs, extra large bolster shape, shirred silk ends, two styles. Regular \$12 and \$15. Saturday at 7.95

White Thibet Sets, muff and small scarf, suitable for children, 3 to 5 years, cream satin lined. Special Saturday, per set at 2.00

Inducements Among the Silks

Rich Waist and Dress Lengths, Nicely Boxed for Xmas Givings.

Black French Satin-de-chene, heavy quality, firm even weave, bright soft lustrous finish, guaranteed to give good wear, an unprecedented offer in black silks. Regular \$1.25 per yard. 36-in. wide. On sale Saturday, per yard at .83

2,000 yards Plain and Fancy English Peau-de-sole Dress Silks, in black and white, blue and white, white and black, grey and white stripes; and a big range of plain colors, including ivory and black, also blue and white check chiffon taffeta silk. Saturday at .38

Black Sealettes

The quality for women's coats, etc., any length, in beautiful gift box, Saturday, yard at 5.00

TABLE LINEN.

Satin Damask Table Napkins, beautiful quality, dainty bordered designs, 22 x 22 inches. Each dozen in Christmas box, per dozen at 2.49

Beautiful Cluny Lace Pieces, 12x12 inches round, for small centre pieces or plate doilies, new designs, about 200 only. Regular 75c each, Saturday at .49

Give a Pair of These Scotch Blankets—68 x 88 inches, for double beds, fine pure wool. Per pair Saturday at 5.00

Phone direct to Linen Dept. Second Floor

Christmas Clearance of Women's Winter Underwear

Over 1,000 pieces to go Saturday at a third to a half less than usual. Heavy ribbed white cotton, light or heavy qualities, vests high neck, long sleeves, drawers are ankle length, in both styles. Sizes 32 to 40 inch bust. Saturday, each at .25

Half-Price Corsets

Come early or phone your order for a pair of fashionable D. and A. Corsets, latest model in fine white coutil, medium bust, extra long skirt with fine garters, fine rustless boning, 4 wide strong side steels, deep lace and ribbon trim, satin bow, bust draw cords, sizes 18 to 28 inches. \$3.00 value. Saturday a pair at 1.50

Hosiery for Gifts

More suitable gifts cannot be found than our high grade silk hosiery. Women's Black Silk Hose, fine imported gause weight with garter top and Hele thread heel, toe and sole. Regularly 75c, Saturday, fancy box .59 Men's Fancy Cashmere Socks. Regular to 50c Saturday, .29

Gift Umbrellas

Every style of handle and many grades of covering, mounting and finish, but every one the best possible value for the money. Special prices, \$1.10 to \$3.25.

A Surprise Price on Real Seal Bags

Real Seal Hand Bags, leather lined, inside coin pocket and purse, double leather handle and leather covered frame, of the newest shape. Regularly \$5.00 Special for Saturday only at 3.98

The Always We'come Handkerchiefs

Whatever style or grade of handkerchief that will exactly suit your purpose you will find here. Real Rose Point, real Carrick-ma-cross, real Irish Crochet, real Maltese, real Honiton, real Duchesse, real Rose Point and Irish Embroidered Linen Handkerchiefs.

Irish Hand-Embroidered Handkerchiefs, of fine sheer linen, each 50c to \$5.50. Swiss Embroidered Handkerchiefs, scalloped and hemstitch borders, each 10c to 75c. Armenian Lace Handkerchiefs, of sheer linen and real hand-made lace, prices, each, 50c to \$1.50.

Hand-Embroidered Handkerchiefs of sheer linen and edged with real "Baby" Irish lace, each \$3.50 to \$6.00. Ladies' "Initial" Handkerchiefs of fine Irish linen, prices—2 for 25c, 25c each, and 3 for \$1.00. Men's "Initial" Handkerchiefs of fine Irish linen, prices—3 for 50c, 25c each, 3 for \$1.00.

TWO SPECIAL LINEN HANDKERCHIEFS FOR SATURDAY MORNING.

Women's Handkerchiefs of fine Irish linen, hemstitch border, 1/4 and 1/2-inch hems; six of these fine handkerchiefs, in Xmas Greeting box, Saturday, for .55
Men's Handkerchiefs of fine Irish linen, full size, with 1/4 and 1/2-inch hemstitch borders; four of these linen handkerchiefs, in Xmas Greeting box, Saturday, for .35

Winter Sale of Ostrich Feathers

A large section in the (second floor) Millinery Department has been appropriated for a display of the magnificent feather sale stocks.

A large order placed with the manufacturers during their dull season gave them time to select and make one of the finest lots we have ever shown. They are all made from the fibres of male birds, and have a superior, rich, glossy finish. The first showing will be made to-morrow, Saturday. Each feather comes in a holly box for Christmas presents. With each is given the Simpson guarantee that they are of the best grade.

Willows, black and white. Regular \$6.50. Sale price, 5.00
Willows, black and white. Regular \$8.00. Sale price, 7.50
Willows, black and white. Regular \$12.50 and \$15.00. Sale price 10.00
Duchess, black and white. Regular \$6.50. Sale price, 5.00
White and Black Beaver Shapes, in large and small styles; long, furry fur; special for Saturday at 3.85

Gift Stocks in the Basement

Bress Candelsticks, 7 inches high, heavy cast, bright finish, half-price Saturday, pair at .89
Tumblers, half pint, with deeply cut design, special, per dozen at 4.95
Fancy China—Many hand-painted pieces, comprising Vases, Hair Receivers, Trinket Trays, Celery Trays, Steins, Spoon Holders; Saturday, special at .75
Limoges China Dinner Set; richly glazed china, finished in genuine coin gold; Saturday at 25.00

Doll Gloves Free

On Saturday morning, from 8 to 11, we will give a pair of Doll's Gloves free with each pair of Elite, La Rive or Monopol Gloves. These gloves are guaranteed to give satisfaction. Black, white, tan, and all wanted shades, in all sizes; best workmanship, perfect-fitting. In fancy boxes—Elite, \$1.00; La Rive, \$1.25; Monopol, \$1.50.

Girls' and Boys' English Cape Leather Unlined Gloves, in tan shades, pique sewn seams, dome fastener. Sizes to fit children at from 2 to 14 years. Regularly 75c. Saturday at .59
Men's Winter Gloves, undressed tan suede finished, with warm lining, dome fastener, gore wrist, strongly sewn and warm. All sizes. Saturday, pair at .79

2 Picture Galleries to be Cleared at 1.00 each, Values up to 12.00

Saturday will see our annual sale of sample gallery pictures. They have served their purpose as examples of our picture framers' handwork. This sale should eclipse all previous records, and when you call to mind a few of our record clearing-out sales, these values will be watched with unusual interest. See window for descriptions. No phone or mail orders.

Unique Needlework Gifts

Pieces of Irish Linen and Lace, put up in Christmas boxes at one dollar each. They are the odd clearing lines of a big linen importer, and most of the pieces are worth double. Shams and runners, 36 inch, and 18 x 54, in drawn work 36 inches 45 inches and 18 x 54, in fine renaissance and pure linen. Saturday morning, 8 a.m. Each at 1.00

Other Announcement of the Simpson Store Will be found Elsewhere in this Paper.



Sunbursts for Saturday

\$30.00, \$27.50 and \$25.00 Sunbursts, Brooches and Pendants to sell Saturday for, each at 11.45

14 K. Gold Pearl Sunbursts, (largest size), set with 75 real pearls, domed centre and curved points, with pivot attachment and safety pin catch; 9 K. and 14 K. pearl and amethyst, pearl and topaz, pearl and emerald set brooches and pendants, all brooches are large and beautiful in design with pendant attachment; a number of individual styles. Regularly up to \$30.00. Saturday, each at 11.45

\$3.00 GOLD RINGS FOR 95c

2 Pearl and 1 diamond buckle rings, 2 diamond and 3 amethyst fancy rings, 10 K. gold heavy signet rings, 10 K. oval stone opal rings, amethyst and turquoise, 10 K. gold real cameo rings, twin pearl rings, real pearls, large real white pearl single stone rings, all from our regular stock, from \$1.50 to \$3.00 each. Saturday, each at .95

The Best Plated Silver

Modern table equipment calls for a large quantity of pieces for special purposes, forks and spoons that make their appearance only on occasions when certain viands are served.

Plated ware has come into general use for all this odd or special service silver. The patterns and finish are as good as any, and these wearing qualities are even superior for each piece has a hard core. Plated silver is right anywhere. Wm. Rogers Plated Silverware is admitted first in quality.

Fancy patterns in the Horse Shoe brand, Wm. Rogers' make.

Tea Spoons, set of six, special at .94

Dessert Spoons and Forks, set of six, special at 1.09

Table Spoons and Forks, set of six, special at 1.54

Butter Knives, Sugar Shells and Pickle Forks, special, each at .25

Cold Meat Forks, in lined boxes, special, each at .75

Berry Spoons, in lined boxes, special, each at 1.19

Pie Knives, in lined boxes, special, each at 1.35

Gift Sleighs, etc.

Coaster Sleighs, 4 feet long, round steel runners, well decorated. Regular \$1.50 and \$1.25. Saturday, special at 1.09

Girl's Sleighs, 3 feet long, well decorated, upholstered seat, side arms, bent braces. Regular \$1.25, Saturday at 1.19

Small C. P. Chairs, red or varnished. Saturday special at .23

Doll Cabs, large bodies, leatherette hoods, rubber tires. Saturday, special, \$4.99 and \$7.19.

For Winter Sports

Three Big Skate values at the Sporting Goods Dept. in basement.

Empress Skates, nickel plated, single end, sizes 8 to 11, Saturday, special at .75

Viking Hockey Skates, single end, put stop, sizes 7 to 11, Saturday at .55

Peerless Hockey Skates, double end, puck stop, nickel plated, sizes 8 to 11, Saturday at 1.00

Dress and Waist Lengths

Special price for Saturday's selling.

A most comprehensive assortment of Dress Goods and Waistings. Silk striped delaines, satin striped taffetas, silk gloria, silk striped volles, silk and wool san toys, bordered delaines, fancy delaines, in spots, sprigs and floral designs, etc.

A splendid range of colorings in each quality, also ivory and black. Each length boxed in nice gift box ready for presentation. Prices 25c to \$2.00 per yard.

WAIST LENGTHS.

For the practical giver of gifts waist lengths of muslin, cotton delaine, and other wash goods are extremely popular. Our supply is sufficient to meet the demand, and the varieties shown are limitless. Twenty-eight kinds of Wash Goods are listed for these specials. Prices from 45c to \$1.00.

Suit Cases, Club Bags and Trunks

Show many half price values for Saturday.

215 (slightly soiled) Suit Cases, Club Bags and Trunks, must be cleared on Saturday regardless of cost. The suit cases are leather lined, some with outside straps. The club bags are leather lined with the newest handles and trimmings. The trunks include tourist and steamer models. Regular prices from \$5.95 to \$7.95. Saturday at 3.98
See window. No phone or mail orders. No dealers supplied.

GROCERIES

Finest Creamery Butter, White Clover Brand, per lb., 37c; Toasted Cornflakes, 3 packages 25c; Leaf Sugar, 3 1/2 lb. 25c; Canned Fruit Raspberries, Strawberries, Cherries, Peaches, Plums and pears, Vineland brand, per tin, 18c; California Seeded Raisins, package, 10c; Finest Canned Corn, 2 tins, 25c; French Peas, per tin, 12c; 700 tins Imported Asparagus, large tin, regular 35c, while they last, per tin, 25c; one car Finest Mexican Oranges, good size and color, per dozen, 20c; 500 lbs. Fresh Peel Cakes, per lb., 15c; Mixed Nuts, per lb., 17c; Cluster Table Raisins, per lb., 14c; Choice Layer Figs, 3-crown, per lb., 10c; Grape Wine, Sterling Brand, reputed quart bottle, 22c. L.B. 25c.
FRESH ROASTED COFFEE, PER 300 lbs. Fresh Roasted Coffee, in the bean, ground pure or with chicory, Saturday, per lb. 25c.

OPEN SATURDAY EVENING

For the convenience of those who cannot do all their Christmas shopping in the daytime it is the custom of this store to remain open three or four evenings before the holiday. This gives extra time in which to be served, and extra pay to those who serve. The first of these evenings will be Saturday, when the store will remain open until 10 o'clock P.M. T.I.L. 10 O'CLOCK P.M.

The Robert SIMPSON Company Limited