

H. H. FUDGER, PRESIDENT.

J. WOOD, MANAGER.

Store Closes To-night and To-morrow night at 10 p.m.

PROBS. Southerly windy mild, with occasional falls of snow or rain.

CHRISTMAS TIDE

AT SIMPSON'S



Friday Evening Bargains

To-day will be the "biggest ever" in the history of Christmas shopping, and this evening all over the store you will find generous Friday Bargains, real Christmas plums, large and luscious, of which this column gives a few samples. There are lots of others upstairs and down, as well as on the Main Floor.

Open Till 10 o'clock this Evening and To-morrow Evening

Christmas Clearance---Half Price and Less

This last phase of the Christmas campaign is a heroic effort to clean out odd lines of holiday goods. Your five dollars, if you are here with it good and early, will buy ten or fifteen dollars' worth of these beautiful Christmas gifts Saturday morning. They won't last long—first choice is best. Please take small parcels with you.

Open Till 10 o'clock this Evening and To-morrow Evening

7.30 P.M. TO-NIGHT Evening Coats for \$9.49

A collection of Afternoon and Evening Coats, of fine broadcloths and French Veneians, in a variety of smart styles, lined throughout with silk, satin or good quality of twill; some trimmed with silk corded ornaments; others braid and tinsel trimmings, in light shades of cadet, pale blue, rose, biscuit, and cream. These coats were previously sold at \$18.50 to \$25.00. Clearing to-night at **9.49** 7.30 at

Sample Corsets Half Price

Thomson's Glove Fitting Sample Corsets, clearing the sample pairs of all this season's new models, also a number of Warner and Redfern samples, in finest materials; sizes 20, 21, 22, 23 inches only. Regular prices \$1.50 to \$3.00 pair. To-night at 7.30 half-price.

Women's \$1.00 Flannelette Night Dresses 69c

Women's Night Dresses, fine white or pink flannelette, Mother Hubbard style, trimmed with embroidery frills and tucks; lengths 56, 58 inches. Regular price \$1.00 each. To-night at **.69** 7.30

Millinery Accessories for Quick Disposal

Short ends of Velvets, Fancy Silk Ribbons and Trimmings. Worth up to \$1.50 per yard. To-night at 7.30 we will sell by the piece at the rate of, per yard

Two lots of Fancy Feathers and Wings. Worth up to \$1.25. To-night at 7.30 your choice at 10c and

New Willow Plumes, selling to-night at 7.30 at \$4.95 and

75c Suede Gloves 49c

Women's Suede Finished Undressed Kid Gloves, French made; soft, pliable skins, two dome fasteners, oversewn seams; sizes 6 to 7 1/2; tan, mode, grey. Regular 75c. To-night at 7.30, pair

50c CHAMOISETTE GLOVES 29c.

Women's Natural Shade Chamoisette Gloves, wrist length, dome fasteners; the stylish glove that looks like and wears better than chamoisette leather; all sizes. Regular 50c. To-night at 7.30, pair

Men's Silk Handkerchiefs Half Price

Men's Initial Japanese Silk Handkerchiefs, full size, 1 3/4-inch hemstitch border, with silk embroidered initial; also Men's Top Pocket Colored Silk Handkerchiefs, in the newest combinations of colorings, in greens, tans, browns, blues, navy, helios and rose. Our regular quality. To-night at 7.30

Disposing of Gift Umbrellas at \$2.49

A clean-up of our odd lines in Men's and Women's Umbrellas, odds and ends from our Christmas stocks; a large range of handles to choose from, in various styles; silk mixed tops; best of frames; close fitting silk cases. Values up to \$2.25. To-night at 7.30, each

Tapestry Table Covers Half Price

Second Floor, Yonge Street. Only 100 Beautiful Fringed Tapestry Table Covers, Oriental and floral designs, elegant colorings; some are mercerized, and nearly all are reversible, 2 x 2 and 2 x 2 1/2 yards. Upstairs in Linen Department. Regular \$4 to \$5 each. To-night at 7.30

1,000 Books for Children at each 7c

To-night at 7.30. 1,000 Children's Books, Playtime Pictures, Reg. 10, for, each

7.30 P.M. TO-NIGHT Women's \$5.00 Winter Coats \$1.98

Clearing 100 Women's Serviceable Winter Coats, of good heavy frieze, in black and navy, also of imported tweeds, in grey tones of check effects; made in a number of smart styles; some have tailored collars; others stole effect, with braid and velvet trimmings. Regularly sold at \$5. To-night at 7.30 sharp your choice at

Pure Wool Delaines yd. 29c

1,000 yards only oddments and broken lines of our best selling qualities, new Persian and Paisley designs, new sprigs, spots, stripes and floral designs, etc., etc. Every combination of colorings in the assortment; guaranteed all pure wool and fast colors. Regular up to 65c. To-night at 7.30

Perfumes, Shaving Sets, etc., to go at Less

240 only Vinolia Perfume Caskets, assorted odors, in satin lined cases. Regular \$1.00. To-night at 7.30

Men's Two-piece Shaving Sets, made with quadruple plate, mug and brush, in lined case. Regular \$2.50. To-night at 7.30

200 only 13-row Ebony Backed Hair Brushes, with comb to match, in fancy Christmas box. \$1.25 value. To-night at 7.30

\$3.98 Leather Bags for \$2.98

46 10-inch gilt and French grey Metal Frame Bags, made from the finest quality of soft, pliable goat seal; two handles, one on each side of bag, which prevents its being opened, even if clasp should come unfastened; leather lined, with purse for change. Regular 2.98. To-night at 7.30

Rich Cut Glassware Clearing at \$1.98

200 pieces of Rich Cut Glassware, beautiful deep flaring cut, gem design; every piece a wealth of sparkling color; sugar and cream sets. To-night at 7.30, per pair

8-inch Berry Bowl. To-night at 7.30

Six 1/4-pint Tumblers. To-night at 7.30

Come To-Night for Bargains in Toys and Dolls

Basement. 50 only Brass Dolls' Beds and Cradles. Regular up to \$1.50. To-night at 7.30

150 Toy Laundry Sets, a complete washing outfit, two sizes only:

Regular 75c. To-night at 7.30

Regular 50c. To-night at 7.30

150 Silk Body Dolls, with bisque heads, eyes that open and close, curly hair, hip joints: 18 inches high. Regular \$1.00. To-night at 7.30

50 only Kid Body Dolls, with bisque heads, closing eyes, real eyelashes, pretty face, curly hair, 24 in. high. Reg. \$2. To-night at 7.30

Slighs at Greatly Lowered Prices

Fifth Floor. Girls' Slighs, regular \$1.00, for 69c; \$1.50 for \$1.09. Boys' Slighs, regular 30c for 19c; 40c for 27c; \$3.00 for \$2.29; \$1.50 for \$1.19. These quantities are limited.

7.30 P.M. TO-NIGHT Misses' \$4.95 Skirts for \$1.79

150 Misses' Separate Skirts, of English cheviot, specially suitable for present season's wear; these are made in three styles; mostly all pleated with yoke effects; trimmed with strappings and buttons; colors are black and navy; also a few in black and white shepherd's check worsteds; front lengths from 27 to 37 in. Regular prices were \$3.50 to \$4.95. To-night at 7.30, each

These \$4 Waists Won't Last Long at \$2.95

Be here sharp at 7.30 to-night if you would secure one.

Waists of fine chiffon silk; copied from a French model; new one-piece shoulder and sleeve; pretty round yoke, front and kimono sleeve, are trimmed with piping and small silk buttons, black, white, navy, Copenhagen and brown. Reg. \$4.00. To-night at 7.30

Pure Silk Scarf Lengths \$1.79

On sale in Silk Dept., Second Floor, Queen Street. 300 only Rich Colored Crepe de Chine Scarf Lengths, in the smartest Persian and Dresden border effects; these are new and extremely fashionable; usually sold at \$2.50 and \$3 per 1.79 length. To-night at 7.30

Jewelry Specials

100 9k. Gold Brooches, set with pearls, amethysts, turquoise and fancy stone settings; many dainty designs, in silk lined velvet cases. To-night at 7.30

14k. Diamond Rings, Tiffany and Bolder settings, in silk lined velvet boxes, for presentation. To-night at 7.30

Give Him a Bath Robe—Buy It To-Night

Regular \$5.00, \$5.50, \$6.00 and \$6.50. Quantities to go at \$4.25.

Clearing the broken lines and odd sizes of our Blanket and Tray Cloth Bath Robes, in handsome dark grey, red, blue and green grounds, with neat figure and large scroll patterns; cut long and roomy, with girdle to match for waist; sizes 36 to 44. To-night at 7.30

Clearing 75c Combination Sets for Men at 50c

500 Men's Combination Sets of Suspenders, Garters and Arm Bands, neatly put up in a Christmas box; gilt trimmings; the suspenders have white kid cast-off ends. Regularly sold at 75c. To-night at 7.30

Footwear Specials

500 pairs Fine White Jersey Cloth and White Felt Leggings, for infants and children, imported French and English styles, leather faced inside, silk buttonholes and stitching; all sizes 0 to 6. Regular prices \$1.12, \$1.50 and \$2. To-night at 7.30

500 pairs Children's Boots, fine, strong Dongola kid leather, Blucher, patent toe-caps, medium heavy sole, spring heel, broad top; all sizes 5 to 10 1/2. To-night at 7.30

Misses' sizes 11 to 2

8.00 A.M. TO-MORROW Toilet Sets and Fitted Cases

High-grade Fitted Toilet Cases, containing brushes, combs, mirrors, and manure goods, these include ebony, ebonoid and quadruple plate silver; these include our highest-priced sets. Saturday morning \$1.00.

40 only Women's Toilet Sets, containing brush, comb and mirror, in ebony finish; also 20 only Men's Ebonoid Brush Sets. Regular \$3.00 and \$3.50. Saturday morning \$1.00.

72 Combination Art Calendars and Pine Racks, mission finish. Regular \$1.00. Saturday morning 25c.

About 200 odd pieces, including Shaving Sets, Toilet Sets, Military Sets, Glove and Handkerchief Sets, and Smoking Sets, suitable for men and women. Regular 75c, \$1.00, \$1.25 and \$1.50. Saturday, 8 a.m., 50c.

400 only odd boxes of Fancy Cased Perfumes. Regular 75c, \$1.00, \$1.25 and \$1.50. Saturday morning 50c.

20 only extra large Fitted Cases, containing Brushes, Mirrors and Manure Goods, in a rich satin lined case. Regular \$12.00. Saturday morning at 8 o'clock \$7.95.

At Leather Goods Department

A collection of oddments in Leather Goods and other articles, selected from our stock to sell at 1/2-price; all new; all of the best materials. In this lot there are:

Bags, Frames, Dressing Cases, Folios, Combs, Fitted Baskets, Jewel Boxes, etc. 1/2 OUR REGULAR PRICES.

Toys and Dolls

1,000 Dressed Dolls with bisque heads, different styles of dress to choose from. Regular 25c. Saturday 12c.

Toy Grocery Store. This is a toy that will please the children; complete with scales and groceries. Regular 35c. Saturday 25c.

400 Tin Tea Sets, strongly made, pretty decoration, good large size. Regular 25c. Saturday 19c.

50 Only, Dressed Dolls with bisque heads and closing eyes, pretty face, jointed arms and legs. Regular \$2.50. Saturday \$1.49.

60 Only, Pretty Dressed Dolls, with pretty faces, eyes that open and close, real eye lashes, long curly hair, jointed arms and legs. Regular \$3.50 Saturday \$2.29.

215 Dressed Dolls, with bisque heads and closing eyes, jointed arms and legs. Regular up to 89c. Saturday 69c.

500 Lovely Kid Dolls of fine high-grade stock, good expression, closing eyes, long curly hair, 20 inches high; also other dolls in another style. These two big values regular \$1.25, for 79c.

300 Kid Body Dolls, with bisque heads, closing eyes, long plaited hair, jointed hips, 15 inches high. Regular 75c. Saturday 49c.

1,000 Games, including the following: Jack and the Bean Stalk, The Detective, The Three Bears, The Frogs, Curly Locks and a host of other games. Saturday 15c.

200 Boys' and Girls' Artistic Sets. This is one of the most complete sets of the kind, and will make a very exceptional gift. Regular up to \$1.50 Saturday 99c.

Clearing out Sleighs, Doll Folders, Sewing Waggons, Doll Carriages, Rickshaws. Regular 30c, for 17c; regular 45c, for 27c; regular \$1.00, for 59c; regular \$2.00, for \$1.29; regular \$3.00, for \$1.99; regular \$4.50, for \$2.19; regular \$15.00, for \$9.95; regular \$18.00, for \$11.57. Goods are limited in quantity. Prices as they last. No delivery till after Christmas for these goods.

8.00 A.M. TO-MORROW Jewellery, Silverware and Watches

50 14k. Gold Pearl Brooches, amethyst and pearl, olive and pearl, sapphire and pearl; all real stones, dainty designs. One price Saturday, 8 a.m., \$7.95.

500 pairs Women's and Men's Gold Filled Cuff Links, plain or fancy engraved, designs in Roman or bright gold finish; each pin in velvet lined case. Saturday, 8 a.m., 98c.

50 Silver-plated Bake Dishes, enamel lining, grey finish. Saturday, 8 a.m., 95c.

25 Silver-plated Cream and Sugar Dessert Sets, bead edge, gold lined. Saturday, 8 a.m., per set \$2.50.

Men's 15-jewel Watches, 16 size, fitted in gold lined cases; made by the American Watch Case Co.; a written guarantee with each watch. Saturday \$6.95.

China Dept.

700 Pieces Brassware, Cut Glassware and Art Pottery Wares for quick selling Saturday. In many cases, less than half price. Brass Jardiniere, Nippon Vases, Rubian Jardiniere, Salade, Comports, Figures, Coalport China, Cut Glass Olives, Double Jugs, Woodwood Teapot. See these great values for complete clearance. Saturday, big Christmas special, \$1.00.

600 Pieces Fancy China. The assortment comprises oddments in Glass and Chinaware. A varied choice; it is impossible to detail the variety you will find. Fruit Dishes, Handicup Bone Bone, choice pieces of Spanish Ware, English, French and German Chinawares. They go on sale sharp at 8 a.m. for a quick clearance. Saturday, special 49c.

Umbrellas

Saturday we will clear our high-grade umbrellas for men and women, best of silk tops and widest range of beautiful handles, our \$7.50 \$8.50 and \$10.00 Christmas lines. Your opportunity Saturday \$5.25.

Exceptional Value in Men's High Grade Overcoats at \$20

The materials are extra quality fancy tweeds, beavers and Kersey cloths, which we imported specially for our Custom Tailoring Department, and are in all this season's newest shades and designs. Made up in our own workshop by expert tailors, guaranteeing an excellently-tailored and perfect fitting coat. Cut from the latest American single-breasted Chesterfield models with neat fitting self or velvet collar and long shapely lapels, finished with best quality linings and trimmings; sizes 35 to 44. Saturday, special \$20.00.

A USEFUL CHRISTMAS GIFT FOR A BOY—A FANCY OVERCOAT.

Boys' fine quality all-wool Mackinac fancy Overcoat, in rich, plain, dark brown and blue shades. Cut in the popular double-breasted Russian style, with close fitting velvet collar, lined throughout with warm red flannel lining; sizes 22 to 25. Price Saturday \$6.00.

MEN'S MUFFLERS TO GO AT 89c.

650 Men's Muffler Squares and Reeters. Another lot of samples and manufacturers' overmakes just arrived for Christmas selling; in this lot there are several different styles and colors, some are finished off with very effective borders, others are hemstitched. Regular selling prices of these, \$1.00, \$1.25, \$1.50 and \$2.00. To clear Saturday 89c. Each one in a Christmas box. See windows for display.

125 COMBINATION SETS 89c.

500 Men's Combination Sets of Suspenders, Garters and Arm Bands, all the best quality goods, silk and satin webbs, solid brass fittings, pretty designs and splendid colorings, all made to match and fixed up in elegant Christmas boxes. Regular \$1.25. Saturday to clear 89c.

MEN'S HATS AND FUR-LINED COATS

Men's Stiff Hats, newest and most up-to-date styles for fall and winter wear. Extra fine English fur felt and best finish. 600 Hats. Regular price \$2.85. Christmas Special, Saturday \$1.00.

Men's Fur-lined Coats, 20 in this lot: fine grade Russian marmot linings, with extra fine quality specially good heavier cloth shell and well tailored. Reg. \$45.00. Saturday \$27.50.

8.00 A.M. TO-MORROW Waist Department

A wonderful lot of French, English and American Model Blouses. Regular \$10.00, \$12.50 and \$15.00 each. 100 on sale Saturday at \$5.00 each.

These comprise some of the loveliest black and colored blouses we have been showing this season at above prices, each one done up in a dainty gift box.

100 Beautiful Imported Blouses, materials are lovely chiffons, silk crepe, satin duchess and real lace; some are made in pretty evening styles, low neck and short sleeves; also dainty yoked effects. All are gurgled lace with rick, collar and sleeves, beautifully silk braided, colors are white and all other evening shades, also black, navy, green and champagne. Regular \$10.00, \$12.50 and \$15.00. Saturday \$5.00.

Pretty Lingerie Waists for Christmas, 300 dainty lingerie waists, made of fine mulls and sheer laces; all new styles, finest of pin-tucking, exquisite Swiss embroidery; trimmed with lace motifs and insertion in dainty French Val, and imitation of baby Irish. Short or long sleeves; all sizes, 32 to 42. Regular \$2.50, \$2.95 and \$3.50. Saturday \$1.85.

Big Dolls for Little Money

50 only, Beautiful Dressed Dolls at half regular price. These dolls have the bisque heads, closing eyes, some with real eye lashes, pretty faces, long curly hair, jointed arms and legs. Regular \$5.00, \$6.75, \$9.00 and \$12.50. Saturday at 8 a.m., Half Price.

Ribbon Gifts for Girls

Large Double-looped Hair Bows, made from our best quality of heavy taffeta silk. Each bow has a neat bone pin and is put in a dainty gift box. Any of the most desirable colors may be had. 200 ready for Saturday's quick selling. Saturday price, each, 30c.

A big Ribbon rush like the one of this week is bound to leave a great number of short ends. These will all be priced low and put out as remnants. You may find just what you want in the lot at remnant prices.

Christmas Slippers for Men, Women and Boys

MEN'S SLIPPERS. 580 pairs Men's House Slippers, black dongola, Romeo style, chocolate and black Everett style, flexible leather soles, all sizes 5 to 11. Special price, \$4.95.

BOYS' SLIPPERS. 180 pairs Boy's House Slippers, Everett style, chocolate or black dongola kid, flexible hand-made soles, 1 to 5. Special, Saturday, \$1.29.

WOMEN'S SLIPPERS. 720 pairs Women's House Slippers, English wool plaid, cuff top, leather covered felt soles, all sizes 3 to 8. Special price, Saturday, 99c.

Christmas Groceries

Canned Fruit, Raspberries, Strawberries, Cherries and Peaches, in heavy syrup, per tin, 16c. Baker's Cocoa, 1/4-lb. tin, 22c. Imported French Peas, per tin, 12c. Aymer Honey Dew Corn, per tin, 10c. Crosse & Blackwell's Pure Calicofoot Jelly, per jar, 15c. Macconochie's Pickles, mixed, chow and walnuts, per bottle, 25c. Choice Red Cranberries, 2 quarts, 25c. Cluster Table Raisins, per lb., 15c. One car Fancy California Oranges, good size, sweet and seedless, per doz., 25c. Grape Wine, Sterling brand, reputed quart bottle, 23c. Mixed Nuts, best quality, per lb., 17c. Telephone Table Fig., a crown, lb. 12c. Layer direct to department.

Christmas Dinner Served in Our Lunch Room on Saturday, December 24th, 1910.

From 11.30 to 2 o'clock—Sixth Floor.

MENU: Scotch Barley Broth, Roast Turkey, Cranberry Sauce, Savory Dressing, Creamed Mashed Potatoes, Tomatoes Stewed with Celery, English Plum Pudding, Golden Sauce, or Hot Milk Pie.

Tea, Milk, Coffee. The Toronto Symphony Orchestra will render a delightful programme.

The Robert SIMPSON Company Limited