

SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, President.

J. Wood, Manager.

PROBS.

Show and rain; higher temperature.

SIMPSON

Be on the Alert Saturday---Tackle These Buying Chances Early

Good Sound Boots and Rubbers

So far as Winter Footwear is concerned, the time for procrastination is past. This week's slush penetrated many an un-sound sole; no excuse for them after this sale that starts at 8 a.m. to-morrow.

1,200 pairs Men's Winter and fine dress boots, heavy tan calf, gumsoled, velour and selected patent calf leathers, button, blucher and Balmoral styles, including the new high toe and short vamp single, double and triple thick Good-year welted soles, sizes 6 to 11, regular \$4, \$4.50 and \$5. Saturday 2.95

2,000 pairs Women's Boots, from Boston, Montreal and Toronto factories, button, lace and Balmoral styles, tan calf, patent calf, vict kid and cow leathers, dull matt calf and fancy uppers, high New York, Cuban and military heels, sizes 2 1/2 to 7, all widths, regular \$3.50, \$4, and \$4.50. Saturday 2.49

400 pairs Boys' Boots, button and blucher style, tan calf, patent calf and velours calf leather, Goodyear welt, McKay and standard screw soles, sizes 11 to 5, regular prices to \$3.00. Saturday 1.69

RUBBERS AND OVERSHOES. 2,000 pairs Rubbers, perfect, bright, new stock, every pair guaranteed to give satisfaction. men's, 65c; women's, 45c; boys', 55c; misses, 35c; child's, 30c. Phone orders filled.

Half-Price Clearance of Women's Winter Undergarments

There will be rich choosing in the Women's Underwear section on the Third Floor to-morrow when all the slightly shop-worn stock will be gathered together for quick selling. Come early if interested and secure splendid winter undergarments at HALF PRICE

Saturday Half Price

1.50 Royale Corsets Reduced to 89c Pair

A correct rush is booked as a chief attraction on the third floor Saturday. Three hundred pairs will go your way at slightly over half their real value. Phone orders taken while they last.

Books and Cards

The New Scout Annual for 1911. Regular \$2.00, special Saturday 1.75. Christmas Cards - Simpson's special box of autograph cards, containing 10 artistic cards with envelopes to match. Reg. 50c value. Special Saturday, per box 39

Silks and Dress Goods

Shantung Silks, 100 pieces only, natural color, clean, bright and silky. Won't crush and washes beautifully. Guaranteed 34 in. wide. Regular to 75c. Saturday 39. Black Duchesse Paillette, a heavy, firm quality, sleek dyed, 40 inches wide. Per yard 1.40

Fancy Work and Millinery Ribbons at Low Prices

At 15c Yard - A big collection of Dresden, stripe and spot effects in a good range of colors. These ribbons have been selling for 25c, 30c, and 45c per yard, but must be cleared Saturday at per yard 15



Women Have been Watching for such chances as these:

- To Buy a \$19.50 Winter Coat for \$7.79
-To Buy a \$25.00 Winter Suit for \$9.95
-To Buy a \$ 5.00 Winter Skirt for \$3.65

1. Women's Coats, in a variety of styles and materials, dark tweed mixtures, diagonal worsteds, in red and black stripe, imported beaver cloths, in green, tan and grey, made with semi-fitted backs, tailored collars and revers or large round collars; some velvet trimmed, others plain, flap or patch pockets. Regular prices up to \$19.50. Saturday 7.79

2. Women's and Misses' Suits, of materials of English serge, French Venetians and imported tweeds. Coats are smart and stylish, semi-fitting or box back effect; notched or reverse collar inlaid with velvet, satin or novelty braid trimming; silk or satin lining. Fashionable skirts with pleated or gored styles. Colors brown, green, navy, black and grey. Regular prices \$15.00 to \$25.00. Saturday 9.95

3. Women's smart, up-to-date Walking Skirts, of imported tweeds, in grey, fawn and brown mixtures. Style is strictly plain tailored, making a very serviceable skirt for winter wear. A full assortment of sizes to choose from. Regular price \$5.00. Saturday 3.65

GIRLS' SCHOOL COATS \$3.25. A lucky purchase. Too much cloth of one kind of material was the complaint of a manufacturer. We took it all and had it made into Girls' Coats, hence you can get a coat on Saturday worth \$5.00 or \$3.25. They are made of good quality imported cloth, in navy, red, brown or green, double-breasted, with deep turn-over collar, turn-back cuff and patch pockets. Regular price \$5.00. Saturday 3.25

Brushes and Perfumes. Odd line of Men's Shaving Brushes, set in rubber with good quality bristles. Regular values up to \$1.00, special 59

Motor Veils for Saturday. Motor Veils, in brown, sky grey, black, navy, white, 1 yard and 2 1/2 yards long. Regular quality, \$1.25 and \$1.50. Saturday .89

Plauen Lace Neckwear 19c. 1,050 pieces of new Plauen Lace Neckwear, in all the newest styles in sailor collars, stocks with jabots, lace tailored brown, Dutch collars, round coat collar. Reg. selling quality 35c and 38c each. 19

6 Spoons. Only two hundred sets to go at this price Saturday morning. A neat beaded pattern, or plain tipped; half dozen in lined box, silver-plated teaspoons. Regularly sold at \$1.00. Sat. 49

EVERY ONE OF THEM GUARANTEED. Alarm Clock, solid brass movements, accurate timekeepers, strong and reliable, fitted in copper and nickel cases. Regular \$1.25, Saturday, each .59

Wash Goods for Evening Wear. A range of dainty colors in a novelty washing silk, 24 inches wide. Plain colors, with some colored small diamond design - Sky pink, cream and navy. Special value at 35c. Saturday .19

Full range of leading shades in silk striped marabout, 42 inch. Pink, yellow, cream, sky, black, etc., 75c and .65

The newest designs in plain and silk striped veils for evening wear. Black, cream, white, sky, pink, mauve, etc., .45 and .49. See these in Wash Goods Dept.

New Shapes in Persian Paw Furs

These Muffs, Stoles, Scarfs and Fancy Neckpieces are just in from New York. Considering how fashionable these furs are just now, and how well these pieces are designed, you'll find our prices to-morrow morning very reasonable. A few sets of broad tail paw will be included. Muffs from \$7.00 to \$15.00. Stoles and neckpieces from \$4.50 to \$15.00.

WHITE THIBET MUFFS. Extra large pillow shape, finest quality, long, soft, silky fur, eiderdown filling, cream satin lining. 5.50 Saturday only

Men's Fur-Lined Coats \$47.50. Well-matched Canadian muskrat skins, shawl collars of prime furred Canadian otter, shell is made from a fine quality black beaver cloth, well tailored, first-class trimmings. This coat is worth \$65. Saturday 47.50

Knit-top Petticoats \$1. In black only, knitted top, elastic waist band, saten flounce is trimmed with rows of pin tucking and stitching, also dust frill. Saturday 1.00

Women's Real Leather Hand Bags, lined throughout, inside coin pocket and purse. Leather covered frames and fashionable gilt fittings, double leather strap handles. Our regular \$1.98 value. Special for Saturday only .79

China and Brassware in the Basement. Custard Cups, fine crystal ware, etched design. Per doz, Saturday 1.50

400 Crown Derby Teas and Saucers, Sifton and Worcester shapes. Saturday 2.25

Wedgwood Teapots, basalt blue, Flaxman design. Saturday special 2.00

30 Royal Doulton Hand-painted Fruit and Service Plates. Half-price on Saturday 2.98

Royal Doulton Dinner and Tea Service, complete for 12 people. Saturday 19.95

Limoges China Dinner and Tea Service; the set comprises 102 pieces; a rich, artistic service, decorated in heavy coin gold, encrusted band, with dainty lace design. Regular \$300. Saturday 200.00

FRICITION TOYS. Hill climbing locomotives, auto fire reels and auto touring car. Saturday, each 1.25

Rob Roy Hockey Skates, solid steel straight blade, heavily nickelled with reinforced brackets. A popular \$8.00 pattern skates, sizes 8 1/2 to 11; Saturday 1.95

Ideal Hockey Skates, nickel plated, double end with puck stop, straight runner; sizes 8 to 11. A well-made skate and extra value for Saturday 1.00

Men's \$22 Ulsters \$11.45

Here's a chance to score a point on old Jack Frost! He has out loose with his box of tricks rather early this year, but you can come right back at him by getting just the overcoat you want, just when you want it, at just about half its value - if you buy one of these two hundred offered to-morrow.

They're high-class ulsters, which sell in the regular way \$15.00, \$18.00, \$20.00 and \$22.00, made from newest patterns of fancy greys, browns, green and brown mixed, grey and brown mixed, and diagonal English tweed ulstering. Made double-breasted style, with two-way convertible collar, centre vent. Excellent fit finish and style. Saturday morning 11.45

Special Chesterfield Overcoat for young men, nicely shaped lapels, self collars, single-breasted style, button through, made from an all-wool English diagonal tweed. Linings, tailoring and style the very finest. Special for Saturday 15.00

Decidedly new and attractive Men's Suits, in the new shade of fancy brown tweed, with almost indistinct pattern, made single-breasted three-button style, very fine suit, excellent tailored. Saturday special at 14.00

BOYS' ULSTER OVERCOATS \$5.00. The style is a neat convertible collar, double-breasted ulster, in a smart English grey and brown tweed. The tailoring and linings are first-class, as this line sells regularly at \$7.50 and \$8.00. Sizes 25 to 30. Saturday 5.00

In the Curtin Dept. 51.50 GREEN VELOURS, 75c yd. Manufacturer's seconds, slightly damaged in the making. The imperfections are very slight, and the velours for portiere linings, valances, and lined over-curtains are practically first grade. Actual value \$1.50. Saturday, yard .79

8500 MUSLIN, 13c YARD. Muslin for Sewing Curtains, 30 in. wide, cross-bar and Scotch figured patterns. Saturday, yard .13

75c WINDOW SHADES, 35c EACH. Real hand colored Old Opaque Shades, Harshorn rollers, cream and light or dark green, trimmed with lace or insertion. Complete, Saturday, each .39

15c SILKOLINES, 8c YARD. On Saturday another rush sale of silkolines, regular 15c quality, at yard .8

Choice Provisions. 2,000 lbs. fresh creamery butter. White Clover Brand, per lb. 33c. Lard sugar, 3 1/2 lbs. 25c. Toasted cornflakes, 2 packages 25c. Canned yellow peaches in heavy syrup, Old Mill Brand, per tin, 15c. Canned corn, 3 tins, 25c. Imported French peas, per tin, 12c. Maccoschelli's pickles, mixed, citow and walnuts, per bottle, 22c. One car Florida oranges, good size and sweet, per dozen, 33c. Gorton's H.P. sauce, per bottle 18c. Pure white comb honey, per section, 24c. Sherriff's marmalade, 2 lb. jar, 25c. 500 lbs. fresh fruit cake, per lb. 15c. Fancy mixed biscuits, 2 lbs. 25c. Candy - 500 lbs. of fresh buttercups, regular 15c. per lb. 10c.

Here's the Tie-on Waist. You've heard about it! No buttons, no hooks, no hoops. A n y woman can be fully dressed without any exertion and without any waste of time. Come and see it. Black messaline, fancy checks. 5.00 Saturday

EXQUISITE PIECES OF NEEDLEWORK. (Main Floor). Examples of high art embroidery and hand art needlework shown here this year that will be a source of wonder to those who know anything about needlework. These fine pieces make fine Christmas presents, and the prices are very reasonable. (See window.)

Towels, Spreads & Sealtie. Beautiful Sealtie for women's and children's coats, 50 inches wide, in black and seal brown. Special, Saturday, yard 3.75

American Crochet Bed Spreads, in good heavy weight, large size, 75x90, very pretty designs. Saturday 1.59

Heavy Brown Linen Turkish Bath Towels, an excellent wearing towel. Just the thing for after a cold bath. Saturday, pair .45

Phone direct to Linen Dept. (Second Floor.)

Millinery for To-morrow

Rich Black Velvet Hats, \$6.50. Mirrored velvet shapes and black furry beavers, with handsome flower or leather mounts. Worth two or three dollars more than our Saturday 6.50 price

\$9 Untrimmed Hats \$2.50. 300 very high-class untrimmed Hats, in velours, velvets, plushes or satin and silk, with velvet combinations; all good colors and black. Worth from \$5.00 to \$9.00. 2.50 Saturday 2.50

200 Children's Hats 75c. Broken lines of Children's Hats, in velvets and soft felts, with rich ribbon trimming, white, cardinal and navy. Worth \$1.50 to \$3.00. .75

Marabou (Main Floor). 25 sets in the extra heavy quality Marabou. The Stoles are of strands; Muffs satin lined and are warm and durable, in natural color. Saturday, set 10.48

Handsome Marabou and Ostrich Mixed Sets, in stole and muff. Their prices \$12.00 and \$15.50.

Here are proper things for men at the right prices. Get fitted out with these importances here on Saturday at a fraction of the usual cost for such good things.

A warm Sweater Coat needs no recommendation at this time of year.

400 of them, all-wool coats, made in the plain rib weave, double cuffs and varsity collar; mostly grey, with assorted colored trimmings. Regular price \$2.00. 1.39 Saturday

Underwear is so very close to the man himself that if IT is wrong he ALL wrong.

500 garments, natural Scotch wool, wool and hair mixtures, scarlet pure white Austral and elastic rib nat made by the lead and Canadian mill sizes up to 50 inch. Teed unshrunk. \$1.50 and \$2. day, per garr

A man's same as SUITS or are some style.

Derby or 5 ter shapes, make well tr \$1.00, \$1.50

Soft Hats, popular roug of colors \$a

Christy an Hats, in to pins shades of pink, felt, all color day

Winter War wools, beaver corduroys, and 50c, 75c and \$

The last of record brae LINOLEUM SALE - Final

To clear a good tan shades, eligh Regular \$1.35

A few rolls of B. Brussels, that are a lit in good shades of pink, and some odd lengths, Re for

Just look at these large Rugs at these prices: 11.3x12 2. 11.3x13.6 26.3

Here's an unusual chance in the Carpet Department. An importer sent us with a consignment of rugs

30 Potted Brass Jardiniere, Flower Pot Stands, as a sample line. We don't handle these goods, so here go the samples. Values up to \$1.50, we will clear at \$1.25 and \$2.25. There are some big ones too.

The SIMPSON Company Limited