

SIMPSON Store opens 8 a.m. Closes to-day, to-morrow and Saturday at 10 p.m. H. H. Fudger, President. J. Wood, Manager.

Rubber Footwear To-Night at 7.30. Overshoe rubbers, jet black jersey cloth, fleece lined, storm front, all sizes: Men's, \$1.19, Women's 99c; Men's overshoes on buckle, best No. 1 grade for wear, fine jet black jersey cloth, black fleece lining, 8 to 11, \$1.59. Men's overshoe, jet black heavy weight cravenette, black fleece lined, and buckle, all sizes, 8 to 11, \$1.39. Women's overshoes, button style, jet black jersey cloth, soles and heels are extra thick where the wear comes, 2 1/2 to 7, \$1.69.

Store Open This Evening Till 10 o'clock. To-day, to-morrow and Xmas Eve you may shop in this store till 10 o'clock p.m. This gives more time in which to be served, more pay to those who serve and the following list of holiday bargains for those who find evening shopping a convenience. Please take small parcels with you, Keep to the Right. Have Dinner To-night in Our Spacious Palm Room. A special evening dinner will be served from 5.30 to 7.30 p.m. Ice cream, hot and cold drinks, oysters served all evening. Afternoon Orchestral Programme. A musical programme by the Strads String Orchestra with piano accompaniment every afternoon in the Palm Room from 3.30 to 5 p.m. Afternoon refreshment: Ice Cream and cake or toast fingers and tea.

Women's 16.00 Suits 4.95. Women's and Misses' suits of all-wool diagonal serge, a d. French Panamas, in navy, black, brown, green and rose, also of weaves, in mixtures of grey, in creases, are single and double-breasted, fastens with novelty or bow buttons, some have velvet collar and cuffs, others are plain tailors or braid trimmed, skirts are pleated and plain effects. Regular prices from \$8.50 to \$18. Friday, 8 a.m., \$4.95. Women's 16.00 COATS \$2.25. Women's Smart Winter Coats, made in full length, up-to-date styles, semi-titted backs, double and single-breasted, collars, collage, shawl and plain tailored collars, trimmed with velvet or braid, the material is a good quality, beaver and Kersey cloth, also of diagonal serge, regular prices from \$5.50 to \$18.50. Friday, 8 a.m., \$2.25.

Bountiful Bargains To-morrow. Just what you'd expect at Christmastide. The cut prices are out generously—a great big slice off. Manufacturers overstocked have dealt liberally with us, and their munificence is passed on to you in these Holiday Bargains. All ready at 8 o'clock Friday morning. Buy on a Transfer Card. Women's Furs. White Thibet Muffs, extra quality, very large, pillow shape, lined with cream satin, down beds. Regular \$5.50. Friday, 8 a.m., \$2.50. Natural Alaska Table Muffs, made from the very best prime, fur, extra quality, extra large, with 4 tabs, trimmed with tall plush, down beds, best satin lining. Regular \$27.50 and \$30. Friday, 8 a.m., \$19.50. 25 only fine Natural Eastern Canada Mink Muffs, very large, pillow shape, best satin linings, soft down beds, plush that are excellent value at the regular price. \$27.50. Special selling all day and up to 10 p.m. of new black Belugas, hare seal muffs, new rug shaps, \$2.00 and \$7.00. Stoles, \$6.00 and \$8.50.

7.30 P.M. TO-NIGHT. Girls' \$4.75 and \$6.50 Winter Coats \$1.95. Smart double breasted styles, made of all-wool blanket cloth; shoulders lined with self, military collar, trimmed with medallion and fancy buttons, warm and strong to wear; colors navy, brown, wine and green; all sizes from 8 to 14 years. Regular prices range from \$4.75 to \$6.50. On sale to-night 7.30. 1.95. No phone or mail orders accepted for any of these garments.

7.30 P.M. TO-NIGHT. Real Kid Gloves 75c. In Fancy Box. Women's Fine Imported Real French Glace Kid Gloves, made from good quality skins, two dome fasteners, gusset fingers, oversewn seams; all sizes, in black, white, tan, grey, brown, green, navy. Regular \$1.00, each pair in fancy box. .75. To-night at 7.30, per pair .75.

7.30 P.M. TO-NIGHT. \$3.98 Leather Bags for \$2.19. Women's Seal Goat Leather Bag, 9 in. metal frame, leather lined, extra change purse, befores bottom, solid double strap handle; this is one of our leaders at \$3.98. On sale to-night at 7.30 for .2.19.

8.00 A.M. TO-MORROW. Women's \$5.00 Skirts \$2.75. A special lot of Women's Separate Skirts of high-grade qualities of imported Panamas and soles, in black and navy, also of black and white shepherd's check pockets; others semi-fitted backs, double-breasted fronts, plain tailored sleeves. Colors of plain cloths, navy, green and brown, and the tweed. Regular prices range from \$2.00. Friday, 8 a.m., \$2.75.

8.00 A.M. TO-MORROW. Girls' \$8.00 Coats \$3.49. 35 Girls' Warm Winter Coats, of blanket cloth, all-wool serge and tweeds, some lined across shoulders, have deep turn-over collar, attached cuffs and fancy patch pockets; others semi-fitted backs, double-breasted fronts, plain tailored sleeves. Colors of plain cloths, navy, green and brown, and the tweed. Regular prices range from \$2.00. Friday, 8 a.m., \$3.49.

8.00 A.M. TO-MORROW. \$2.00 and \$2.50 Net Waists \$1.25. 100 Fine Net Waists, made in pretty, dressy styles; also some have tailored tucking front, box pleat collar and elasticated with dainty Dresden silk; silk lined throughout; black, navy and grey; all sizes in the collection; regular \$2.00 and \$2.50. Friday, 8 a.m., \$1.25.

2.50 Waists for 1.00. 500 perfectly new and charming lawn, mull and muslin waists, in solid embroidery; dainty Swiss work, and fine German Val laces; these are beautiful waists, and have never been shown before. Regular prices this coming Spring will be \$1.95, \$2.25, \$2.50 and \$3.00. Thursday at 7.30 p.m., 1.00. No phone or mail orders accepted for any of these garments.

Umbrellas to go at each 2.88. 93 only Umbrellas for men and women, fine silk mixed tops, close rolling frames, with a splendid range of popular handles, beautifully mounted in rolled gold and sterling silver, all silk cases; a useful Christmas gift. Values up to \$4.50. Thursday, 7.30 2.88.

Handkerchiefs from Switzerland. Women's Swiss Embroidered and Valenciennes Lace Trimmed Handkerchiefs, scalloped and hemstitch borders, large variety of patterns. To-night at 7.30, three in Christmas Greeting box for 40c.

Women's Underwear. Women's Vests and Drawers extra fine heavy white ribbed cotton and white and natural wool and cotton mixture, every garment guaranteed, vests high neck, long sleeves, button front, drawers, extra length, in both styles, sizes 22 to 42 in the regular. Regular prices 50c to 75c each. Friday, 8 a.m., \$1.00.

10.00 Umbrellas 3.45. Balance of our High-grade Christmas Umbrellas for men, to clear Friday. Finest tailored silk tops, best of close-rolling frames. In the handles are the latest and most exquisite designs, in lines of ivory and beautiful rolled gold and sterling silver mountings. All 19 lines. Friday, 8 a.m., \$3.45.

Handkerchiefs. Boys' Jap Silk Handkerchiefs, regular 25c each, 3 for 75c. 1,500 Women's Fancy Towel Handkerchiefs, on sale Friday morning, 25c. 1,500 Children's Satin Stripe Border Motor Towels, in all the wanted shades. Friday, 8 a.m., \$1.00.

Toilet Sets Reduced. 50 three-piece Women's Toilet Sets, Regular \$3.49. Thursday at 7.30 p.m., \$1.98. 80 only Women's Three-piece Toilet Set, Regular \$1.50. Thursday 7.30 p.m., 75c. 50 dozen Cased Perfume, including all the best odors. Regular 35c and 50c. Thursday 7.30 p.m., 2 for 25c. Fancy Goods Circle, in the new building.

49 Cushions for \$1. We place on sale 100 Beautiful Sofa Cushions, in 22 and 24 inches, covered with rich silk brocades and tapestries, and filled best Russian down. Regular \$2.50, \$3.00, \$3.50 and \$4.00. To-night at 7.30 o'clock 1.00.

Handkerchiefs from Ireland. Women's Pure Irish Linen Handkerchiefs, 4 1/2-inch hem, extra good quality of linen. Special to-night at 7.30, six in Christmas Greeting Box, for 35c.

Little Girls' Coats. Little Girls' Coats, one velvet, white beaver and grey cloth, lined throughout, neatly trimmed, clearing four pretty styles, for ages 6 months to 3 years. Regular \$2.50 to \$4 each. Friday, 8 a.m., \$1.75.

7.00 Opera Glasses 4.98. 12 pairs sample Opera Glasses, regular \$1.00. Friday, \$4.98. Doll Bargins. 1,000 beautiful Kid Dolls, closing eyes, a clearing line from a manufacturer who had too many. Regular up to 75c. Friday, 8 a.m., \$2.00.

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600 Pieces Glassware each 2.98. 600 pieces Rich Cut Glassware, also gold decorated Venetian glass, comprising Fruit Bowls, Sugar and Cream Sets, Rose Bowls, Footed Compots, Flower Vases, Decanters, Water Bottles, 7-piece Fruit Sets, Nut Bowls, Bon-bon Dishes. To-night at 7.30 o'clock 2.98.

Women's Wool Felt Slippers 49 cents. 400 pairs only Women's Colored Plaid Wool Felt House Slippers, lap over top, dainty silk pom pom on vamp, leather covered, felt sole; all popular sizes 3 to 8. Special at 7.30 to-night 49. No telephone orders filled.

Jewelry Reduced. 9k. Gold Bracelets, plain band, beautifully hand engraved bands, pearl and amethyst stone set, turquoise or fancy stone set; a number of dainty designs to select from. Reg. prices \$9.95 to \$15.00. To-night at 7.30, 7.95.

4.50 Suit Cases for \$2.98. 45 Smooth Leather Case, made on English steel frame centre, lock and two end clasps, inside pocket and straps, some with umbrella straps. Regular \$4.50. Friday, 8 a.m., \$2.98.

Men's Bath Robes Special \$5.50. A Combination Bath Robe and Dressing Gown; made from all-wool Austrian blankets; thick, soft-finished materials, in handsome dark grey, brown, green and red grounds, with neat striped figure and large scroll designs; long and roomy; girdle to match. Sizes 36 to 44. To-night 7.30 5.50.

Men's Neckwear and Suspenders. 2,000 Men's Neckties, newest shapes and designs; a special purchase, in fancy boxes, from the largest manufacturer in Toronto. Not one worth less than 50c. To-night at 7.30, 29c a box.

Laundry Sets 39c. 200 Wash-day Laundry Sets, washing machine, wringer, clothes horse and washboard; just like the kind that mother uses on a wash day. 75c is the regular price. To-night at 7.30 39.

Men's Slippers. 300 pairs Men's House Slippers, Opera, Everest and Romeo styles, flexible leather soles, chocolate, black and wine kid, 6 to 11. To-night at 7.30, 95c.

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Hockey Boots. 150 pairs Women's Hockey Boots, black pebble and box calf leathers, fleece lined, low heel, a solid, strong, easy-fitting style; sizes 2 1/2 to 7. To-night at 7.30 1.79.

Sleighs and Doll Folders Reduced. Girls' Sleighs, 55c for 39c; 80c for 69c. Boys' Sleds, \$1.25 for 99c; \$3.00 for \$2.49. Doll Folders, \$4.50 for \$2.99.

Gift Books. Through the Heart of Canada, by Frank Yeigh. Friday 8 a.m., \$2.00. The Heart of the Antarctic, by Sir Ernest Shackleton. C.V.O. Friday, 8 a.m., \$1.50.

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The SIMPSON Company Limited. A blend of Indian and Ceylon Tea, 1 lb. one ton, Friday, black or mixed, 2 1/2 lbs. 50c.