Store Opens 8 a.m.

FUDGER. President. I WOOD, Mner Probabintes-

E.SIMPSONE

# Duty First

Your duty to yourself should take precedence even over your generous Christmas impulses, especially as you'll need these garments for three or four months' cold weather after Christmas, to say nothing of the fortnight before Christmas, or the wisdom of looking your very best at Christmas. The duty is emphasized by the fact

# Save up to Twelve Dollars a Garment

buying them Thursday.

For to-morrow's selling we are putting on sale a collection of Women's Serviceable Winter Coats, in a umber of smart styles; double or single breasted fronts, semi-fitting backs; the fashionable styles of collars; materials are good qualities of kersey and beaver cloths and diagonal serges, in either amethyst, brown, black or navy; also of plain or striped tweeds, in mixtures of dark tones. Regular \$10.50 to \$18.50. Quick sale 5.95

Thursday

WOMEN'S SEPARATE SKIRTS FOR \$2.95.

Sale of a special lot of Women's Separate Skirts, in a variety of up-to-date styles; pleated or semi-pleated, with yoke effects; and some in plain gored styles, trimmed with self strapping; made of good quality imported and all-wool serge, in navy and black; also of black and white shepherd's check worsted. Sold regularly at \$3.75, \$4.75 and \$5.00. Special for Thurs-2.95

A Splendid Christmas Gift

## Women's Golf Coats at Half

If you want a fine, heavy, warm Sweater Coat, don't miss this opportunity to secure it. You save exactly half

the regular price if you come for it Thursday.

300 only Women's Extra Quality Heavy Sweater Coats, finest knit wool, high neck, with roll collar, soil back cuffs, two side pockets; length about 29 inches; large pearl buttons; colors white, navy or cardinal. Sizes 32 to 42 bust measure. Our regular price \$5.00 each. Thursday, cach. 2.50

## Warm Flannelette Nightdresses Priced at About Half

If your own wardrobe is well supplied with warm nightwear, then buy these gowns to give away. One or two would make an acceptable present to those whose purse is not any too well filled this winter. Phone orders

## Women's Unshrinkable Underwear Greatly Reduced

Several lines of our best Underwear for Women will be cleared Thursday at less than the factory, wholesale price. Every piece is perfect, and guaranteed unshrinkable and to give every satisfaction. Come early or phone your order.

## Seasonable Dress Goods at Saving Prices

3,000 yards of New Evening and Street Wear Fabrics, in dainty silk striped taffetas, silk embroidered taffetas, silk striped voiles, all-wool Henriettas, embroidered and silk striped delaines, etc., etc.; all the very latest shades for evening or street wear. Regular selling 65c and 75c. Thursday

PERSIAN AND PAISLEY DELAINES. Just arrived a consignment of New Persian and Paisley Delaines, in new

## New Silks Worth One Half More The giving of dainty and useful Silk Waist and Silk Dress Lengths for

Christmas gifts has grown so popular that we have made large and special purchases of rich silks to provide for the Christmas trade. These silks have just arrived from France and Switzerland, and are of the latest and most wanted shades and weaves. Selling from, per yard, 50c to ..... 1.00

All our Waist and Dress Lengths are put in neat Christmas boxes, ready

## Linoleum Sale-Fourth Floor

ANOTHER SALE OF SCOTCH LINOLEUM. 5,000 yards Scotch Printed Linoleum, a splendid range of colorings, and over 50 designs to select from. The quality is of the best, and when we quote Scotch Linoleum we need not eulogize it any. Our regular selling price is 40c to 50c per square yard. Thursday, 33c square yard.





hour until 11 o'clock the aisles are less crowded and parts of the store

Shopping in these early hours will enable customers not only to receive better personal service, but to relieve the great pressure placed upon our staff in the afternoon hours.

Another point—The gifts that are to go to friends at distant points should be selected now and sent now to avoid any possible mishaps or delays in transportation.

# Absolutely Reliable Watches

Do you know that even the and women are now made by together by experts at the factory, adjusted to the fraction of a watches we offer have millions never let a customer be disone of their watches. We pass at less cost than small dealer large business. Money back is

That's the Christmas watch Gold, gold-filled or silver, all two or three examples from our

Ladies' Small Sized Jewelled Watch, gold filled hunting, latest model and design, either plain or fancy case, all the latest improvements. 11.80

Watch; with brequet hairspring, patent safety centre wheel pinion compensation balance; a beautiful gift watch; may be had plain ful gift watch; may be had or with fancy engraving. See illustration above .... 8.00

factory watch at any 23.75 These Watches bear the name of the largest and best known makers in the world.

Basement China News You can pick a dainty Xmas gift from this assortment at much less than ordinary prices:—

1,000 pieces Wares; pieces from wedgwood, Doulton, Coalport, Bisto, etc. See this choice arsortment. Thursday, \$1.06. 100 Venetian Glassware, handled bon bons, new shapes, Thursday 75c. 1,000 Tea Cups and Saucers. Austrian chinaware, dainty decorations. Special, 10c. China Tea Set. 10 pieces, natural color, floral design, Thursday \$4.05. Limoges China Dinner Set, 102 pieces, coin gold decoration, all pieces in the new St. Regia shape. See this snap. Thursday \$65,66.

75c Silk Hose 59c

Women's Fine Imported Black Silk hose, with lisle thread sole heel and toe, where the wear comes, gauze weight, all sizes, regular 75c, a fanty Xmas box with two pairs. Thursday, per pair, 59c.

Each Pair in Fancy Box With Pair Glove Stretchers. Women's Finest quality Cape Snede Gloves for winter wear, made from extra selected French kidskins, undressed finish, pique sewn gusset fingers, spear point, dome fasteners, black, tan and grey, all sizes, Thursday, unlined, \$1.50; silk lined, \$1.75.

\$1.00 KID GLOVES, 75c. Women's French Kid Gloves, glace, finish, made from good quality skins, n black, white, tan grey mode, navy, green, all sizes, oversewn, seams, gusset fingers, Paris points, each pair in fancy gift bex, Thursday pair, 75c.

#### Dolls, Toys, Games 460 Dressed Dolls with bisque head, some have eyes that open and close, Thursday 23e.

Men's Full Sized Gold Filled

100 only, well-dressed Dolls, with bisque head curly hair, eyes that open and close, jointed arms and legs, Thurday \$2.29. Thurday \$2.25.

Horse on Platform, strongly made, with handle attached. Thursday; \$5c. \$5c. \$5c. \$5c. \$1.00, and \$1.75.

Lego Board Games, consisting of The Defective, Jack and the Bean Stalk. The Three Hears, Curly Locks, Mistress Mary, Sallor Boy, Thursday 15c.

Black Fur Dogs. Thursday 15c.

700 set Toy Furniture, nicely var-shed, each set in cardboard box, hursday 25e. 500 Black Boards. Thursday 29c, 65c, 85c, 81,25, 81,75 and 82,75, 100les. Cradles, enamelled white. gold tipped. Thursday 15c, 50c, and 81,00.

## Miles and Miles of Baby Ribbon

A ribbon to the Christmas parcels, or a baby, ribbon for fancy work. There is no baby ribbon more in demand than the bright satin ribbon. Make a note of your ribbon wants, and secure them now while the color ranges are complete.

Bright satin Baby Ribbon:

's inch wide, 10 yds, for 10 cents.

's inch wide, 7 yards for 10 cents.

's inch wide, 7 yards for 10 cents.

The holor range is complete just now, but we cannot say for how long.

Collar Bags If you want to please that young man of yours give him a collar bag. The only thing ever made that a man would carry: We have several qualities at 75c, \$1.00, \$1.25, \$2.00 cach.

## Satin Lined Toilet Cases with **Ebony Fittings**

highest grade watches for men

automatic machinery, and put

where they are timed and

second? The makers whose

of dollars invested, and they

satisfied with the performance of

on these infallible watches to you

can afford to because of our

buying problem in a nutshell.

sizes, latest styles. Study these

Ladies' 14 karat Gold Hunting

Watch, extra jewelled, O size,

new model, plain case for initials

or fancy engraved; no more satis-

not satisfied.

immense variety.

For Men and Women We are showing twelve Special numbers of Toilet Cases, which are designed and made specially for us, and fitted with the best ebony fittings. The prices we are quoting are lower than wholesale prices. Women's "Leader" Combination Tol-let and Manicure Sets, nine pieces in handsome satin lined case, with sterl-ing silver mounts. \$5.49; without mounts, \$6.92.

Momen's "Elite" Manicure Set, contairing six pieces, in satin lined case, with sliver mounts, \$3.89; without mounts, 53.69.

Men's Three-piece Military Set, containing 2 chony-backed military brushes and comb. with sliver mounts, \$2.69; without mounts, \$2.98.

Women's Three-piece Ebony Toilet Set, containing brush, comb and mirror, with sliver mounts, \$5.99; without mounts, \$5.49. Men's or Women's Two-piece Cloth and Hat Brush Set, in satin lined case, with filver mounts, \$3.29; without mounts, \$2.83.

Men's Four-piece Brush Set, containing two thirteen row military brushes, cloth and hat brush: all have solid coony backs, with sterling silver mounts. \$6.29; without mounts, (this makes a handsome gift for men) \$5.49.

(this makes a handsome girt for men) 75.49.

50 only Men's Three-piece Shaving Set, consisting of quadruple plate, shaving mug and massive brush to match, and a hollow ground Boker razor in a handsome satin lined case, \$5.50 value. Thursday, \$3.79. See window display and then visit the department in the new building.

Useful and Beautiful

You know this combination appealed to you when you married your wife. You can't beat it. Tie up to it. Read this column carefully as an example of it. Then act for yourself, or make a delicate suggestion to the lady already referred to. The essence of the useful factor in the com-

## Three Wool Shirts for the Price of One Men's Wool Underwear \$1.50 Garments for 49c

Cannot promise to fill phone or mail orders. 

Men's Neckwear, Arm Bands and Garters; hundred 

Bath Robes, Dressing Gowns and House Coals Men's Fine Quality Austrian Blanket Bath Robes, in handsome figure and scroll designs; the shades are grey, blue, green and red; cut long and roomy, with neat circular collar and girdle 5.50 for waist. Sizes 36 to 44. Price

Men's Bath Robes or Dressing Gowns; made from all-wool Austrian blankets; a soft, warm, comfortable material, in rich dark green, brown, navy blue, grey and red shades, showing neat stripe and figure patterns; cut full length; finished with girdle 6.75 for waist to match. Sizes 36 to 44. Price

Men's Imported English Lamb's Wool Dressing Gowns; a heavy, soft finished material, with camel hair effect; the shades are rich dark red and grey grounds, with neat floral designs; cut long and roomy, with long roll collar, trimmed with fancy silk cord to match on edges, pockets and cuffs. Sizes 36 to 44. 10.00

Men's English Cheviot House Coats or Smoking Jackets; a soft, smooth finished material, in rich dark or medium plain grey and brown shades, with fancy stripe backs; cut in the latest single breasted style, with deep roll collar, and fancy cuffs, made from resversible side of cloth, trimmed with silk cord on edges, 5.00 pockets and cuffs. Sizes 36 to 44. Price

Boots for the "Outside" Man at 25 per cent. off Snug, warm-fitting Boots are essential to everyone these cold crisp days. The man who is "outside" through the winter should have just such heavy leather-lined, waterproofed boots as we offer at 25 per cent. off regular prices for Thursday's selling. 3.48 Regular \$4.65. Thursday Regular \$4.65. Thursday ......

900 pairs Men's Boots, Blucher style, black box calf, black ve-lours calf and tan storm calf leathers; chocolate kid lined, chrome kid lined and tan calf lined; heavy triple thick Goodyear welt soles; heavy reinforced shanks; easy fitting, long wearing. All 3.48 sizes 6 to 11. Regular value \$4.65. Thursday

CHRISTMAS SLIPPERS. You can't put a pair of Slippers in the Christmas stockings very well. But you couldn't do better than have a pair ready for the stockings to go into, after the presents are emptied. Of course we refer to this special lot of slippers we bought in Montreal. Holiday styles in profusion. The following prices mean a considerable sav-

1,300 pairs Men's High Grade House Slippers, American patterns, Romeo, Everett and Opera styles; made from black and chocal colate kid; some styles have fancy trimmings; hand-turned soles easy fitting. All sizes 5 to 11. Special price Thursday . 1.49

# 2,500 Rolls Imported Paper at Less than Halt Price

December means clean-up the remnants. Extra values below cost.

2,500 rolls imported Paper, for pariors, dining-rooms and bedrooms, fight and dark shades of greens, blues, browns, champagnes, greys, reds.

Regular to 25c. Thursday

Regular to 50c. Thursday

11

Regular 75c. Thursday

22

Thursday Groceries

2,000 lbs. Dairy Butter, in prints, per lb. 25c. Choice Sugar Cured Ham. Salt, in 5 lb. bag. 3 bags 14c. Shirriff's Marmalade, 2 lb. jar, 25c. One carper tin 15c. Finest Pot Barley, 8 lbs. 25c. Choice White Beans, 6 lbs. 25c. Quaker Oats, 3 packages 25c.

[Telephone Piecet Pot Barley, 25c. Choice White Beans, 6 lbs. 25c. Quaker Oats, 3 packages 25c. [Telephone Piecet Pot Barley, 8 lbs. 25c. Choice White Beans, 6 lbs. 25c. Quaker Oats, 3 packages 25c. [Telephone Piecet Pot Barley, 8 lbs. 25c. Choice White Beans, 6 lbs. 25c. Quaker Oats, 3 packages 25c. [Telephone Piecet Pot Barley, 8 lbs. 25c. Choice White Beans, 6 lbs. 25c. Quaker Oats, 3 packages 25c. [Telephone Piecet Pot Barley, 8 lbs. 25c. Choice White Beans, 6 lbs. 25c. Quaker Oats, 3 packages 25c. [Telephone Piecet Pot Barley, 8 lbs. 25c. Choice White Beans, 6 lbs. 25c. Quaker Oats, 3 packages 25c. [Telephone Piecet Pot Barley, 8 lbs. 25c. Choice White Beans, 6 lbs. 25c. Quaker Oats, 3 packages 25c. [Telephone Piecet Pot Barley, 8 lbs. 25c. Choice White Beans, 6 lbs. 25c. Quaker Oats, 3 packages 25c. [Telephone Piecet Pot Barley, 8 lbs. 25c. Choice White Beans, 6 lbs. 25c. Quaker Oats, 3 packages 25c. [Telephone Piecet Pot Barley, 8 lbs. 25c. Choice White Beans, 6 lbs. 25c. Quaker Oats, 3 packages 25c. [Telephone Piecet Pot Barley, 8 lbs. 25c. Choice White Beans, 6 lbs. 25c. Quaker Oats, 3 packages 25c. [Telephone Piecet Pot Barley, 8 lbs. 25c. Choice White Barley, 8 lbs. 25c. Quaker Oats, 3 packages 25c. [Telephone Piecet Pot Barley, 8 lbs. 25c. Choice White Barley, 8 lbs. 25c. Quaker Oats, 3 packages 25c. [Telephone Piecet Pot Barley, 8 lbs. 25c. Choice White Barley, 8 lbs. 25c. Quaker Oats, 3 packages 25c. [Telephone Piecet Pot Barley, 8 lbs. 25c. Choice White Barley, 8 lbs. 25c. Quaker Oats, 3 packages 25c. [Telephone Piecet Pot Barley, 8 lbs. 25c. Choice White Barley, 8 lbs. 25c. Quaker Oats, 3 packages 25c. [Telephone Piecet Pot Barley, 8 lbs. 25c. Choice White Barley, 8 lbs. 25c. Quaker Oats, 9 lbs. 25c. Quaker Oats, 9 lbs. 25c. Quaker Oats, 9 lbs. (Telephone Direct to Department.)

35c ASSAM TEA 28c.

300 lbs. fine, rich, full-bodied Assam Tea, a 35c tea anywhere. Thurs-

Pictures for Xmas

Our Picture Galleries are teeming with pictures and mirrors, suitable for the gift season. Never, perhaps, in the history of this department have such preparations been made to meet your wants. Three new galleries—increased floor space—filled to overflowing with the best possible taste and ideas from the leading manufacturers.

facturers.

The following popular subjects are included:

"Cupids," awake and asleep, 38c to \$2.98.

"Her Gift," \$1.95 and \$2.95.

New edition, Harrison Fisher's Heads, \$1.00.

"Home, Sweet Home," "Fireside Fancies,"

etc., 98c.



## Umbrellas

150 only Ladies' Umbrellas, in a fine grade silk and wool cover, close rolling frames, silk cased, choice selection of handles, with rolled gold mounts. Value up to 2.29 \$3.50. Thursday ... ....

Travelling Goods as Xmas

