#### Store Opens at 8.30 a.m.

# The Most Extraordinary Sale of Men's

5.30 p. m.

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### Men's \$4, \$4.50 and \$5 "Victor" Boots, \$2.95

Patent colt button, tan calf button, velours calf button, gunmetal button, tan calf lace, patent colt lace, gunmetal lace, and velours calf lace, and all sizes from 5 to 11 in each style. Most men know that "Victor" boots are made from the finest materials, with Goodyear welted soles and hand-finished, and are seldom put on sale at less than their regular prices. Don't miss this sale. Saturday Rush Price ...... 2.95

### Boy's High Grade Boots, \$2.45

"Boys' Scout." "Imperial." "Tetrault" and "Maximum" brands, made on popular, easy-fitting lasts, in button and laced styles, velours calf, gunmetal, tan Russia calf, vici kid and selected patent colt, with dull matt calf tops, medium and heavy weight, Goodyear welted and McKay sewn soles; sizes 1 to 51/2. Regularly \$3.00, \$3.50 and \$4.00. Saturday Rush Price.... 2.45

"Victor" Boots Ever Held

Over two thousand pairs, fresh from the factory, made on the very newest lasts, in all popular leathers, either button or laced styles, than cost from the and the price is less factory. Be here

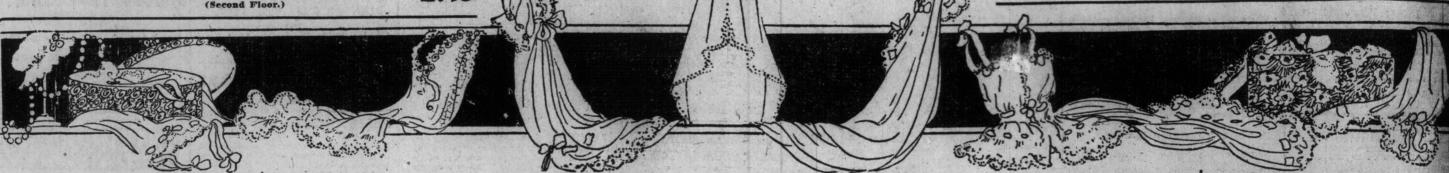
at 8.30.

Women's \$2.50, \$3, 3.50 and \$4 Boots, \$1.95

1.400 pairs women's high-grade boots (including 650 pair "Queen Quality" and "Boston Favorite" samples), patent col tan Russia calf, gunmetal and vici kid leathers; button, balmoral and blucher styles; narrow, medium and full fitting lasts; Good year welt, hand-turn and flexible McKay soles; all styles of heel Sample sizes are 3, 31/2 and 4 only, others from 21/2 to 7. Rem Tarly \$2.50, \$3.00, \$3.50 and \$4.00. Saturday Rush Price 1.95

### Rubbers! Rubbers!

Selling the stock from the big "Gronby" factory at less than wholesale cost price. Rubber Boots, Heavy Gum Rubbers, Snagproof Rubbers, Overshoes and Light City Weight Rubbers Every pair perfect and fully guaranteed. On sale Satur-



### Platinum Set Diamonds

Women's 18k. Gold and Platinum Diamond Rings, genuine white diamonds. Regularly \$15.00. Saturday... 9.95

### Fashionable Winter Cloakings

\$2.50, \$3.00 AND \$3.50 QUALITIES, 54 IN. AND 56 IN. WIDE, SATURDAY \$1.55 PER YARD. Almost every known weave and finish in this collection of warm winter cloakings which we offer you Saturday far below the cost of production. Beautiful colorings and self colors, two-tone effects, diagonals, curls, chinchilas, polo cloths, mannish tweed and frieze cloths, reversible beaver cloths, heather mix-tures, etc.; undoubtedly the finest values we have ever offered, and a big saving opportunity on your winter coat; 54 in. and 56 in. wide Regularly \$2.50, \$3.00 and \$3.50 per yard. Per

Some early shipments of fashionable spring dress fabrics will be featured Saturday. Fashionable silk and wool corded crepes, popular wool crepes de chine in new tones and black; fashionable silk and wool poplins in new French tones; new uncrushable "Permo" dress fabrics, look like silk, and give excellent wear; silk and wool broche and jacquard effects, in all the newest tones.

Black silk and wool dress fabrics, an early shipment, which includes silk and wool cords de chine, silk and wool crepes de chine, silk and wool ripple crepes, silk and wool poplins, silk and wool resilda cloths, silk and wool Bedford cords, silk and wool broche effects, in a variety of new French designs, etc: also an advance shipment of Priestley's guaranteed dress fabrics, which includes many new weaves for the early spring season: also all the popu lar and staple weaves, etc. Special display Saturday in our Dress Goods Dept., 2nd Floor. (Second Floor.)

### The Black Silk Sale

RELIABLE WEAVES AT SALE PRICES. RICH BLACK SILKS IN 36 AND 38-INCH, 98c

PER YARD. \$1.50 BLACK SATINS, ON SALE, \$1.33.

BLACK SUITING SATINS, \$1.64.

38 to 40-inch, firm, rich blacks, from makers of repute. Sale price ...... 1.64 BLACK CREPE CHARMEUSE, PER YD., \$2.44. And all silk crepe-back charmeuse that is good \$3.50 value. January Sale price .... 2.44 (Second Floor.)

### Wash Goods

28-inch Melton Velour and Merrimac Fleece Kimono Cloth for ladies' and children's kimonos, dressing sacques, etc. Clearing Saturday at .111/2 

### Fine Net and Lace **Blouses**

\$2.95, \$3.50 AND \$3.95 BLOUSES, \$1.49. Fresh from the makers' hands; clearing three factory stocks; not one old blouse in

Fourteen distinct styles, in ivory, ecru and black embroidered nets and all-over laces, showing the charming new styles in "Medici" and "Marie Antoinette," also low, square and rounded necks, and for the more conservative the high neck; long or short sleeves; 12 of the 14 styles are lined pure silk, and all represent regular \$2.95, \$3.50 and \$3.95 values. Satur-

## Fancy Needlework

A 2-YARD LACE TRIMMED TABLE CLOTH FOR \$148.

Just 72 of these wonderful cloths, trimmed with heavy torchon lace, with centres of cut work and solid embroidery on white grounds. Size 72 x 72 inches. These have sold regularly at \$2.98. One quick sale price on Saturday 1.48 (Third Floor.)

# Simpson's January Whitewear Sale

A list of special attractions at generous prices. We have prepared the brightest programme possible, and advise early shopping to avoid all chance of disappointment.

#### WOMEN'S CORSETS.

A stylish Royale model; heavy white coutil; medium low bust; very long back and hips; very deep skirt; all rustproof steels; four wide side steels; six wide garters; rubber buttons; bust draw cord; lace trim; sizes 18 to 26 in. Regularly \$1.50. Saturday ... ... ... ... ... ... ... ... .89

#### WOMEN'S NIGHTGOWNS.

Fancy striped flannelette; pink or blue effects: tucked yoke; ruffles of goods on neck, front and cuffs; lengths 54, 56, 58 inches. Regularly 50c. Saturday ... ... ... ... ... ... ... ... .29

CORSET COVERS. No phone or mail orders for these. Fine nainsook, wide, heavy linen around top, run with silk ribbon; sizes 34 to 42 bust. Regularly 35c. Saturday ... ... .25 UNDERSKIRTS.

Fine white cotton; flounce of lawn, and wide fine lace insertion and edge of handsome embroidery; sizes 38 to 42 inches. Regularly \$1.50. Saturday ... ... 1.00

### Fine nainsook; wide edging of fine Val. lace

or insertion, and ruffle of fine embroidery; open or closed; sizes 23 to 27 inches. Regularly 65c and 75c. Saturday . ... ... ... ... ... .50 NIGHTGOWNS.

Fine cotton crepe; requires no ironing; slip-over styles; dainty scalloped edges or linen lace edges; silk draw ribbon; lengths 56 to 60 in. Regularly \$1.50. Saturday ...... 1.00

PRINCESS SLIPS.

Nainsook, yoke and flounce finished with fine

lace insertions and edges; sizes 34 to 40 bust. Reg-

### GIRLS' DRESSES. Front of waist and skirt of handsome all-over

Nainsook, yoke has wide insertion, beading, and edge of strong lace; silk draw ribbons; lace edges on arms; sizes 34 to 42 bust. Regularly 

Clearing a range of manufacturers' samples in fine Underwear for women, vests, drawers and combinations; white or natural, pure wool, wool and cotton mixture or all cotton; also a wide choice in garments for children and infants. Sat-

(Third Floor.)

### 3.95 Messaline Silk Petticoats 2.49

Extra quality, all-silk messa-line; beautiful lustrous finish; black only; 10-inch flounce, trimmed with knife pleating; sizes 36 to 42. Regularly \$3.95. Saturday ... 2.49

#### JAPANESE WADDED GOWNS AT REDUCED PRICES.

Warmly padded and quilted, and trimmed with elaborate hand embroidery and stitching; silk girdles and frog fasteners; cardinal, Copenhagen, sky, navy, tan and black. Regularly \$10.00 and \$12.50, to \$7.50; regularly \$7.50, to \$6.00; regularly \$5.95, to \$5.00.
(Third Floor.)

### Ribbon for Whitewear

Ribbons for beading and dainty little bows. Narrow satin wash ribbons of pure silk, with a dainty little brocaded lover's knot design. The ribbon washes perfectly and comes in white, pink, pale blue and mauve only:

Width . . . 1/8 1/4 1/2 3/4 1 11/2 2 Price, yd. 3c 4c 5c 7c 8c 121/2c 15c (Main Floor.)

### Toilet Goods

100 only Toilet Sets, Manicure Sets, Shaving Sets and Smoking Sets at half-price.
50 only Genuine Ebony Hair Brushes with pure bristles. Special, one-third off regular prices. Yale's Face Cream. Regular price Chappo, for chapped hands. Special, per bottle 

Hand Bags \$1.89

Pin Seal, Real Seal, Pin Morocco
and Goat Seal Leather Hand Bags,
moire silk and leather lined. Some
fitted with coin purse and mirror,
others with coin purse only, in colors black, tan, Nell rose, green, purple, grey, navy and brown. Regu-

(Main Floor)

### Men's 12.50, 15.00 and 18.00 Ulsters to Clear 9.95

Splendid Winter Coats, any one of which will give you a saving; every detail is excellent; made from beautiful soft English, tweed coatings, in browns and greys; also a few chinchillas in brown; cut double-breasted ulster style, with two-way convertible collar; also a few with shawl collar; fine twill mohair linings, and the best tailoring. Saturday ...... 9.95 SWEEPING REDUCTIONS IN HIGH-GRADE WINTER

### COATS.

\$22.00, \$24.00, \$28.00, \$30,00 Coats, Saturday for \$18.00. These Overcoats and Ulsters are the best that the most skilled English, American and Canadian manufacturer can produce; scientifically designed and perfectly tailored. Among them are Englishmade heavy-weight coats from the best English cloths, in browns; cut double-breasted, with belted back; also some Chesterfield styles, in browns or blue English naps, and a few grey chinchillas, with shawl collar; the best linings and tailoring make them most desirable winter coats. Saturday ... ... ... 18.00

MEN'S SINGLE AND DOUBLE-BREASTED BLUE SUITS. Made from good, serviceable English serge, in navy blue; the cloth will wear and give the best of service; cut single or doublebreasted style; fine twill mohair linings, and smart tailoring; sizes 35 to 44. Price ...... 10.50

#### Smart Ulsters for Big Boys A special clearing enables us to offer exceptional value in double-

breasted style Overcoats, with convertible collars, and back belts: some coats have convertible shawl collars and full cut flare backs; each coat is beautifully tailored from imported English ulsterings that will give perfect wear. Sizes 32 to 35. Special Saturday 6.95 BOYS' BLUE SERGE RUSSIAN SUITS, \$2.98.

To clear the odd sizes from stock, we offer these smart singlebreasted sway cut suits, with bloomer pants; collars button close to chin; well tailored and trimmed. Size 21/2 to 7 years. Special Sat-

## Women's Spring Suits

While showing new styles and materials, these suits can be worn now, being made of a trifle heavier cloths than the extreme spring suits. They are fine diagonal serges, cheviots, mixtures, and novelty worsteds, in a variety of smart short models; full size range. Prices \$11.00 to \$18.50. \$9.50 AND \$13.50 DRESSES FOR \$5.85.

Samples every one; in brocaded cloths, serges, velvets, silk Bedford cords; a variety of handsome dresses, showing the newest colorings and styles. Saturday at a big savings ...... 5.85 DRESSES AT \$3.95.

Another shipment of splendid serge Dresses; black or navy, with lace or velvet collars. We cannot promise to fill mail or telephone orders. Special Saturday ... ... ... 3.95 BLACK PERSIANA COATS \$12.85, REGULARLY \$17.50.

Made from rich Persiana cloth, in black; lined throughout with goodwearing quality of Maxim satin; cut with rounded corners, and fastened with handsome braid ornaments; collar and cuffs of self material. Satur-GIRLS' SAMPLE COATS.

Two Lots at \$1.29 and \$1.98, Worth From \$4.50 to \$6.50. Coats specially purchased from a manufacturer who was eager to turn the stock into money. They are tweed blanket cloths and reversibles, in many styles and colorings. 160 Sample Coats to clear at \$1.29 and \$1.98.

MISSES' SKIRTS, \$1.98. A number of smart tailored styles, ornamented with buttons; materials are excellent, serges and tweeds, in a variety of good shades; front lengths 34 to 38 inches. Regularly \$3.50. Saturday ... ... 1.98

The Robert Simpson Company, Limited

#### embroidery; wide fine embroidery insertion, edged with Val. lace on neck and sleeves; sizes 6 to 14 years. Regularly \$2.75. Saturday .. ... 2.00

CORSET COVERS.

No phone or mail orders for these

urday half-price.

### Gloves and Hosiery for Saturday

Women's "Pen-Angle" Brand Plain Black, Tan and White Cashmere Hose; perfect seamless finish: winter weight; extra good wearing; 3-ply heel, toe and sole; sizes 81/2 to 10. Saturday 35c, 3 pairs \$1.00.

Women's "Llama" All-wool Plain Black Cashmere Hose; fashioned; heavy weight; extra fine yarn; double heel, toe and sole; sizes 81/2 to 10. Saturday ... ... ... .50

WOMEN'S FINE KID GLOVES. 16-button length; soft and pliable finish; mousquetaire; oversewn seam, in white only; sizes 51/2 to 71/4. Special Saturday 1.79

Women's Wrist Length Kid Gloves, 2-dome fasteners; round sewn seam: neat self point: clean soft skin; black, white and tan; sizes 51/2 to 71/2. Saturday .. . . 59

#### MEN'S BLACK WOOLLEN GLOVES.

Plain knit, leather bound top and dome fastener; all sizes. Regularly 50c. Saturday ... ... ... .35

Men's Fine Winter Gloves; rich tan shades, tan suede and cape leather; wool lined; 1-dome fastener. Regular stock up to \$1.25. Satur-

### The January Fur Clearing Sale

Extra specials in fine Eastern Canada Mink Furs for Saturday's selling. The styles are the newest; the quality the best and the prices are less than manufacturers' cost:--

Mink Stoles, that were \$165.00. for ..... 122.50 Mink Shawl Scarfs, that were \$125.00, for ..... 90.00 Mink Stoles, that were \$90.00, for ..... 67.50 Mink Stoles, that were \$75.00, for ..... 55.00 Mink Stoles, that were \$55.00, for ...... 40.00 Mink Muffs, that were \$87.50. for ..... 67.50 Mink Muffs, that were \$77.50, for ..... 60.00 Mink Muffs, that were \$55.00, for ...... 38.00 Mink Muffs, that were \$35.00, for ...... 27.50 Several very handsome model sets in Labrador Mink at 25 per

cent. off regular prices.

### Men's All Wool **Sweater Coats 2.98**

230 heavy and extra heavy pure Sweater Coats; plain stitch, accordion shaker weaves; lots of colors; high colors Regularly \$4.00, \$4.50 and \$5.00. Se

MEN'S HEAVY UNDERWEAR, \$1.00. Including some English natural wool, n with a double breast and back to the si and double breast and back to the and double back to the drawers; "St. Gebrand; heavy elastic rib, with double band "Stralian" and "Pen-Angle" brands heavy weights; all sizes in the lot. Registrates, \$1.25, \$1.50 and \$2.00. Saturday, a garantee.

MEN'S FLANNEL SHIRTS AT \$1.39. 150 only, heavy and medium wel made coat style, with laundered collar a soft double cuffs and separate collar; good design in light or dark shades; all in the lot, 14 to 18. Regularly \$2.00. Sa

# New Mid-Winter

Millinery Of white silk hatters' plush, with silk 

TRIMMED DRESS HATS, \$3.25. The feathers alone in these hats are wor far more than we marked the whole hat. 

SKATING HATS.

All white wool, Angora finish, trimmed invelved and contrasting colors in wool. Rest No phone or mail orders can be filled larly \$2.25. Saturday WHITE BEAVER SHAPES, \$1.00. Midwinter styles. Regularly \$3.50,

A \$3.00 DUCHESS PLUME. In black and white only. Saturday 1.5 CHILDREN'S HATS, CAPS, BONNETS, For children, a great clean-up of all h 

### \$2.50 White Quilt \$1.88

Snowy White Crochet Bed Spreads, h quality, good designs, large size. These with edges nicely scalloped and corners cut able for brass or iron beds. Regularly January Sale Price, Saturday 40c GREY FLANNEL, 29c YARD. Fine all wool Flannel, in light, medium dark grey, width 27 inches. Splendid wea quality. Regularly 40c. January Sale P Saturday, yard BATH TOWELS CLEARING AT 48c PAIR.

Large, heavy white Bath Towels, with a sheclose pile. January Sale Price, Saturday, pair

Natural Flannelette, soft, warm and fleet 32 inches wide. Regularly 16c yard. January Sale Price, Saturday, yard.

White Corded Linen for dresses and blouse 32 and 36 inches wide. Regularly 35c and 5yard. January Sale Price, Saturday, yard.

Grey Curl Cloth, for children's warm winte coats, 48 inches wide. Regularly \$2.50 yard. January Sale Price, Saturday, yard. Large, heavy white Bath Towels, with a so ose pile. January Sale Price, Saturd

January Sale Price, Saburday, yard

SEE THESE TABLE CLOTHS AT \$1.98.

Beautiful All Linen Damask Table Cloths, handsome designs. Size 2 x 2½ yards. Janus Sale Price, Saturday

Heavy Circular Pillow Cotton, free from fing, 42 inches wide. Regularly 28c yard. January Sale Price, Saturday, yard

(Second Floor.)

## **Grocery List**

2.000 lbs. Finest Creamery Butter, White Clover
Brand. Per lb.
Toasted Corn Flakes. 3 packages
French Peas. Per tin
Canned Corn. 3 tins
Loaf Sugar. 4 bs.
Rich Red Salmon. Tiger Brand. Per tin.
Finest Cannea Fruit, Raspberries, Strawberries
and Cherries, Per tin
Clark's Pork and Beans. in Chili Sauce. Per tin.
One car California Sunkist Oranges, good size,
sweet and seedless. Per dozen
Finest Cuhan Grape Fruit, 4 for
Garton's H. P. Sauce. Per bottle
Maconochie's Pickles, Mixed. Chow and Walnuts
Pint bottle
Baker's Cocoa. ½-ib. tin
Canned California Asparagus Tips. Per tin.
Crossed Fish Brand Sardines. 2 tins
Finest Mild Cheese. Per lb.
Crosse & Blackwell's Marmalade. 2-lb. jar.
Choice Olives. Quart gem jar
500 lbs. Fresh Fruit Cake. Per lb.
750 Presh Cut Roses, assorted colors. Regularly
75c per dozen. Per dozen.
CANDIES. 1,000 lbs. Simpson's Special, an assortment of chocolates, creams, taffeys, caramels and bonbons. A very dainty candy for a week-end treat. Per lb.

5,000 lbs. of Assorted Chocolates, all fruit flavors. Per lb.

Per lb.
1.000 lbs. Buttercups: assorted flavors. Per lb...
(Main Floor and Basement.)