

SIMPSON

Store Opens 8 a.m.

Closes 5.30 p.m.

H. H. FUDGER, President. J. WOOD, Manager

Probabilities: Fresh north-westerly winds; fair and cold.

SIMPSON

Wonderful Perfume Values for 25c

Worth four, five and six times this price; a certain famous firm has discontinued the making of cased perfumes, and disposed of their entire stock at a mere fraction of their regular prices.

Thousands of bottles, in a large range of styles and odors, including the well-known Yunora and Dulci series; packed in fancy boxes. Some are in heavy pressed glass bottles, with cut glass stoppers.

6000 bottles of Wampole Perfumes, bottles containing 1 oz. and 2 ozs., in all the popular odors, including carnation, violet, crab apple, lily of the valley, wood violet, lilac, new mown hay, etc. Regular \$1.50, \$1.25, \$1.00 and 75c. Saturday, 25c.

Phone orders filled. Phone direct to Toilet Department.

Black Voile Semi-made Robes

Less Than Half Price Saturday.

Dress Goods Department—Second Floor.

14 only Beautifully Embroidered Black Voile Robes, in a variety of designs, semi-made skirt, cut by expert designers from the latest models, with sufficient material for any style of waist; suitable for reception, evening or street dresses. This is a great inducement to 8 o'clock shoppers. Sold regularly at \$12.50. Saturday price, \$5.95.

Delaines and Challies.

1000 yards Beautiful French Defaines and Challies, light and dark grounds, spots, stripes, floral and Persian effects, fast and permanent dyes. Regular 35c, 40c, 45c, for 33c.

Linings.

1500 yards Rich Quality Brocades and Hair-line Stripes, suitable for coat linings, in a beautiful range of new season's shades. Regular 50c. Saturday, 33c.

Velvet Dress Cords 69c Yard

2000 yards Rich Silk-finished Velvet Cords, for costumes, suits, dresses, coats and children's wear, all desirable colors. This quality is regularly sold at \$1.00 per yard, and is an exceptional bargain at our Saturday sale price of, per yard, 69c.

The Toys Are Here Already

And at prices that say very plainly "buy now."

50 only Jointed Dolls, unbreakable body, bisque head, closing eyes, fully jointed arms and legs, 20 1/2 inches high. \$1.50 value. Saturday, 98c.

30 only China Tea Sets, pink and blue decoration; set consists of teapot, sugar and cream jug and six plates; \$1.50 value. Saturday, \$1.00.

100 Stationary Steam Engines, with two attachments. Regular 55c. Saturday, 35c.

300 Mechanical Ducks, also 200 to swim in water; 35c value. Saturday, 25c.

200 Mechanical Boats; 35c value. Saturday, 25c.

100 only Toy Horses and Carts. Saturday, 25c.

150 only Toy Hay Wagons, with two horses. Saturday, 50c.

An assortment of Kid, Dressed and Rag Dolls. Regular up to \$1.00. Saturday, 50c.

No phone or mail orders for these dolls.

See the Expression Doll, with the real baby face, jointed arms and legs, \$1.25 and \$2.00.

Beautifully Colored Tapestry Carpet 69c

1500 yards English and Scotch Tapestry Carpet, all good designs, 3/8 and 3/4 borders to match. Our regular selling prices for these qualities are 75c, 85c and 95c. Saturday, 69c per yard.

Week-end Groceries

2000 lbs. Fresh Creamery Butter, White Clover Brand, per lb., 29c.

Loaf Sugar, 4 lbs, 25c.

Toasted Cornflakes, three packages 25c.

Crosse & Blackwell's Marmalade, 2-lb. jar, 25c.

Rich Red Salmon, Regal Brand. Regular 20c per tin, 17c.

Imported French Peas, per tin, 12c.

Aymer Honey Dew Corn, per tin, 10c.

Pure White Comb Honey, per section, 24c.

Canned Yellow Peaches, Raspberries and Strawberries, per tin, 16c.

Choice Manzanilla Olives, stuffed, per bottle, 15c.

Fancy Mixed Biscuits, 2 lbs, 25c.

Candy, 500 lbs. Fresh Horehound Twist. Regular 15c per lb., 10c.

Telephone direct to Department.



Out-Door Life
—DURING—
November

IF Canadians would spend as much time as possible out-of-doors during the present month, they would prove November to be one of the most healthful and invigorating months of the year.

The first thing to do is to provide yourself with warm clothing—the kind that will keep out the chill, and yet look smart. Old country people best appreciate the kind of clothes needed for this out-door life, and that is one reason that English and Scotch Tweeds are so admirably adapted for it.

The men's Fancy Ulsters that we're selling tomorrow are all made of this sterling stuff; fifteen, sixteen and eighteen dollars were the prices marked on these Ulsters before size and color range was shattered. If we still have your size in the pattern you want, we will offer it to you to-morrow at \$9.95.

A Good Worsted Suit for \$15.00

Men's English Fancy Worsted Suits, new brown and olive tones; the latest three-button single-breasted sack; carefully tailored and finished with best quality linings and trimmings; sizes 36 to 42. Price \$15.00.

The Kind of Clothes Boys Need Now

Boys' Heavy English Tweed College Ulsters, in a handsome dark grey herringbone weave, single-breasted style, with convertible collar, splendidly tailored; sizes 26 to 28, \$8.50; sizes 29 to 32, \$9.00; sizes 33 to 35, \$10.00.

Boys' English Tweed Two-piece Suits, in a handsome dark mixed grey, double-breasted style, best quality linings; sizes 27 to 32, \$6.50.

Men's Winter Comfort at Very Low Prices

We have just secured another lot of overmakes and samples from the manufacturers of the well-known "St. George Brand" Underwear; Scotch wool, natural wool, and elastic ribbed shirts and drawers, and good assortment to choose from.

2000 garments Men's Underwear, shirts or drawers, perfect in every way, to be cleared Saturday at about half the regular price; all sizes in the lot. Regular values would be \$1.00, \$1.25 and \$1.50. Special purchase price Saturday, 79c.

500 Suits of Men's Good Quality Flannelette Pyjamas, heavy winter weight, frogs and pearl buttons, military collar. Special price Saturday, \$1.49.

Men's Wool Sweater Coats, heavy winter weight, no collar, fronts and cuffs piped with different color; a good, serviceable coat for winter wear; easily worth \$2.50. Saturday, \$2.00.

Saturday Sale of Men's Hats

(Old Wanless Building)

600 Men's Stiff Hats, correct fall 1910 styles, and fine English fur felt, mostly black, a few colors, in brown and fawn. Regular \$2.00. Saturday, \$1.00.

Men's Soft Hats, in newest American and English shapes, colors fawn, brown, slate, grey and black, and fine grades fur felt. Specially priced at \$1.00, \$1.50 and \$2.00.

The SIMPSON Company Limited

Boots Strong Enough

For the foot of time; boots built to withstand rough weather and hard wear. Another Saturday boot sale for men, women and children that will insure foot comfort, as well as economy for thousands of families during the coming winter.

Men's Boots.

1000 pairs Men's Boots, Blucher style, box calf, patent colt, tan Russia calf and tan storm calf leathers; medium and heavy solid oak bark tanned Goodyear welted soles; stylish, easy fitting, long wearing; all sizes 5 1/2 to 11. Regular values \$3.00, \$3.50 and \$4.00. On sale Saturday, \$2.49.

"Queen Quality" Travellers' Sample Boots, 120 Pairs Just Received From Boston, Sizes 3 1/2 and 4, B Width Only—\$5.50 Value for \$2.49.

120 pairs Women's High-Grade "Queen Quality" Travellers' Sample Boots, made from selected patent colt and kid, with dull matt calf and black cloth button tops; also vici kid, gunmetal, velour calf, and tan Russia calf leathers, in Blucher, lace and button styles; sizes 3 1/2 and 4; B width only. Regular prices \$4.00 to \$5.50. Saturday, all one price, \$2.49.

Women's Boots.

500 pairs Women's Boots, Blucher, lace and button styles, made from selected patent colt leather, vici kid, gunmetal and velour calf leathers, high, medium and low heels, Goodyear welt, and high-grade McKay sewn soles; all sizes in the lot 2 1/2 to 7 1/2. Special purchase, clearing price Saturday, \$2.49.

Misses' and Children's Boots for Winter Wear.

1300 pairs Misses' and Children's Boots, a special purchase, stylish, easy fitting, long wearing:

Patent colt, Blucher, all sizes 11 to 2. Worth \$2.50. Saturday, \$1.99.

Fine vici kid, Blucher, all sizes 11 to 2. Worth \$2.25. Saturday, \$1.99.

Box calf, Blucher, all sizes 11 to 2. Worth \$2.25. Saturday, \$1.69.

Dongola kid, Blucher, all sizes 11 to 2. Worth \$2.00. Saturday, \$1.49.

Box calf, lace hooks, Blucher, all sizes 8 to 10 1/2. Worth \$1.75. Saturday, \$1.39.

Strong dongola kid, Blucher, all sizes 8 to 10 1/2. Worth 90c. Saturday, 69c.

Strong dongola kid, button, all sizes 4 to 7. Worth 90c. Saturday, 69c.

Strong dongola kid, Blucher, all sizes 5 to 7 1/2. Worth 85c. Saturday, 69c.

Strong dongola kid, lace, all sizes 3 to 7. Worth 65c. Saturday, 49c.

Telephone orders filled.

Six-Inch Satin Ribbon 25c

One of the most popular ribbons this fall is this 6-inch satin ribbon, a new shipment of which has just arrived. You are sure to find a complete color range, including white, sky, pink, coral, Nile, reseda, tan, turquoise, brown, navy, amethyst, moss, emerald, coquelicot, cardinal, grey, old rose, lilac, champagne, yellow and purple; note the width, color range and price. Saturday, per yard, 25c.

Remnant Day in the Upholstery Section

Velours, single-faced and reversible, Monk's Cloth, Brocades, Damasks, Chintzes, etc., in serviceable remnant lengths, will be offered Saturday at about half price. These pieces afford an exceptionally good opportunity to provide coverings for your cushions, chairs, etc., or materials for single portieres, etc., at most reasonable prices. Regular \$1.00 to \$4.00. Saturday, 50c to \$2.00 per yard.

Wall Paper Prices That Will Mean

A Busy Morning on the Fifth Floor.

For Parlors, 50c Paper For 22c.

1750 rolls Imported Parlor Papers, in greens, blues, greys, fawns, champagne, and light grounds. Regular to 50c. Saturday 22c.

For Dining-rooms, 35c Paper For 16c.

2600 rolls Imported Dining-room Paper, in green, brown, red, fawn, blue and wood colors. Regular to 35c. Saturday, 16c.

For Sleeping Rooms, 25c Paper For 9c.

2400 rolls Bedroom Paper, light colorings, pretty designs, floral and stripe. Regular to 20c and 25c. Saturday, 9c.

Top Floor.

The Flower of the Season

Chrysanthemums, for football matches, etc., 60c and \$1.00 per dozen; bigger, better ones at \$1.00, \$1.50 and \$2.00 a dozen.