

If These Simpson Overcoats Could Talk, They Would Say---'Heed You the Colder Days Ahead'

Also They Would Tell a Wonderful Story of STYLE—QUALITY—VALUE

They are the recognized and established fashion for the belted coat, and though absolutely true in design, they are at the same time thoroughly original. They show many improvements not to be seen elsewhere in Toronto.

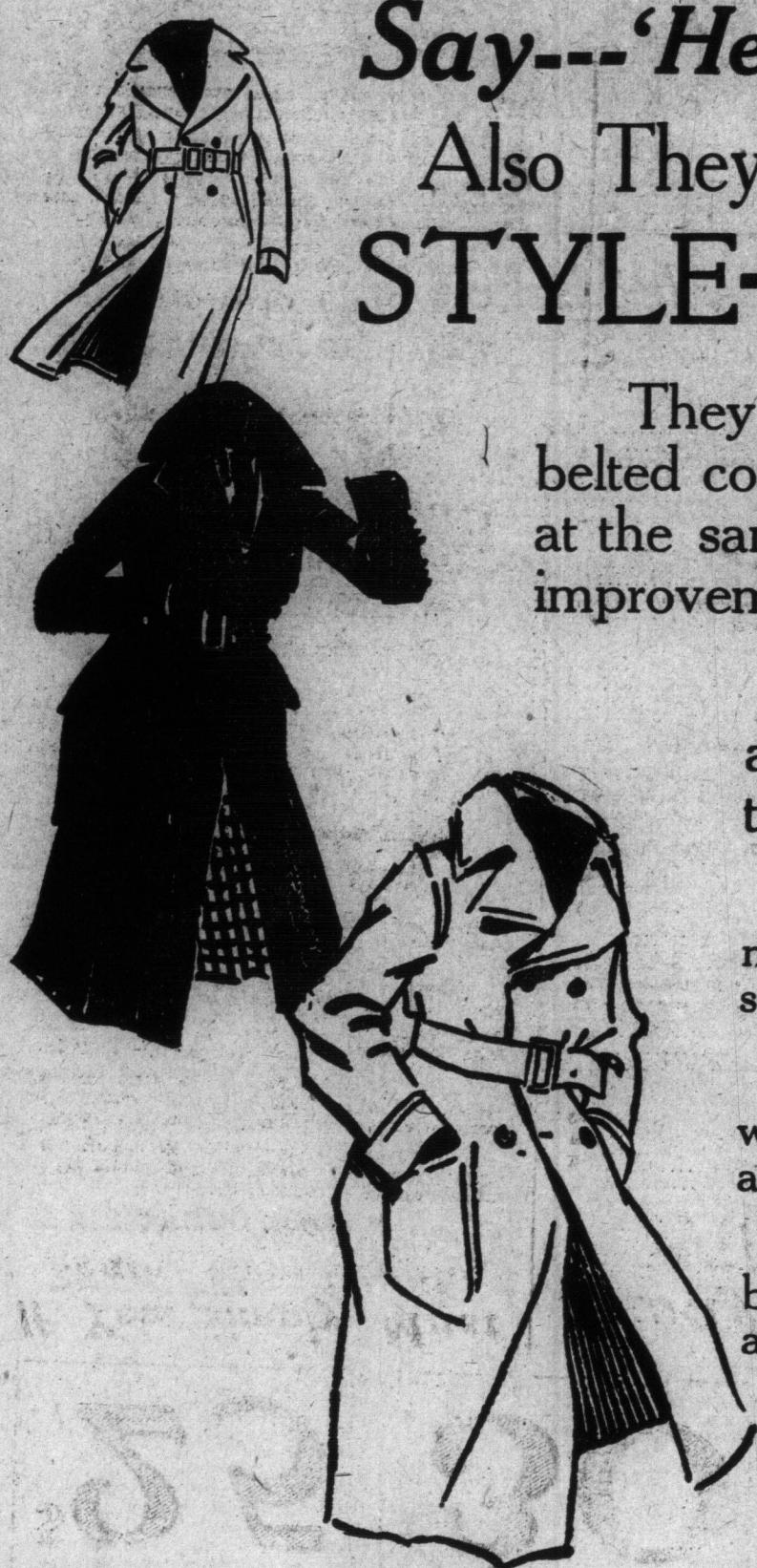
They are hand-tailored, featuring wide lapels and big warm storm collars which can be worn three ways.

They have belts that encircle the waist at waist line, and not half way up the back as some designers would have this soldierly style made to appear.

They are developed in handsome bold patterns, in soft warm woollens as well as in rich darker materials that are far and away the most popular of the season.

Included also in our present stock, besides these manly belted coats, are the more staple and practical models---just as swaggy, but a trifle more conservative.

No doubt about it, **GOOD WOOLENS WILL BE MORE BEFORE THEY ARE LESS.** Why not choose one of these handsome coats today? We have them at the following prices:



Overcoats

at

\$25

Overcoats

at

\$30

Overcoats

at

\$35

Overcoats

at

\$40

Overcoats

at

\$45

If You Simply Must Skate, Then Use the Best Skates

In the city, in the country, wherever lovers of the many pastime skate, these smart looking, durable skates should be used.

They are made of the best tempered steel and, though light in weight, they are, nevertheless, unusually strong.

The "Empire," a very good skate for boys and men. Sizes 10, 10½ and 11. Price, \$1.75.

The "Perfection," a very superior skate, tempered steel, light and strong, suitable for men and women. Sizes 9 to 11½. Price, \$2.75.

The "Dominion," is a high-grade men's skate. Sizes 10½ to 11½. Price, \$2.25.



The "Victor Special" is an exceptionally popular skate with ladies and men who want the best. Sizes 9½ to 11½. Price, \$4.00.

"Victor" Tube, is Dunn's well-known tube skate for ladies. Sizes 9, 9½ and 10. Price, \$4.50.



The "Excellor," double end, nickel-plated, a good skate for boys or girls. All sizes from 8 to 10½. Price, \$1.25.

—Hardware Dept., Basement.



Men's Warm Nightgowns and Pyjamas

English Flannelette Night Robe with collar. Sizes 14 to 20. Price, \$1.00.

Heavy Flannelette Night Robe with collar and pocket. Large roomy bodies. Sizes 14 to 20. Price, \$1.25.

English Flangola Night Robe, made on yoke, extra large roomy bodies, all sizes. Price, \$1.75.

Stout Men's Flannelette Night Robe, with military collar and frogs. Sizes 15 to 15. Price, \$2.00.

Flannelette Pyjamas, pearl buttons, military collar. Sizes 36 to 44. Price, \$2.00.

Heavy Flannelette Brighton Carded Pyjamas. Button at ankle and military collar. Sizes 34 to 44. Price, \$2.25 and \$2.50.

Extra Quality Flannelette Pyjamas, double frogs and military collar. Sizes 34 to 44. Price, \$3.00.

Away to the South With Luggage That Will Not Break

To those of good fortune, who flee from the rigors of a northern winter and speed southward for sunshine and limpid waters, and may find the need of suitable luggage, do we commend the following lines:

Panama Wardrobe Trunks

A revised and improved rite-hite or berth-high model, richly finished and well made of five-ply veneer. Constructed with safest and latest type Yale locks, drawers, locking devices, they are the last word in distinctiveness.

Taxi size, steamer, three-quarter and full tourist, at \$43.00 to \$55.00.

Club Bags With a "Look"

Deep and sturdy, these handsome Club Bags of solid leather are hand-sewn, having reinforced corners and real leather lining, made walrus grain.

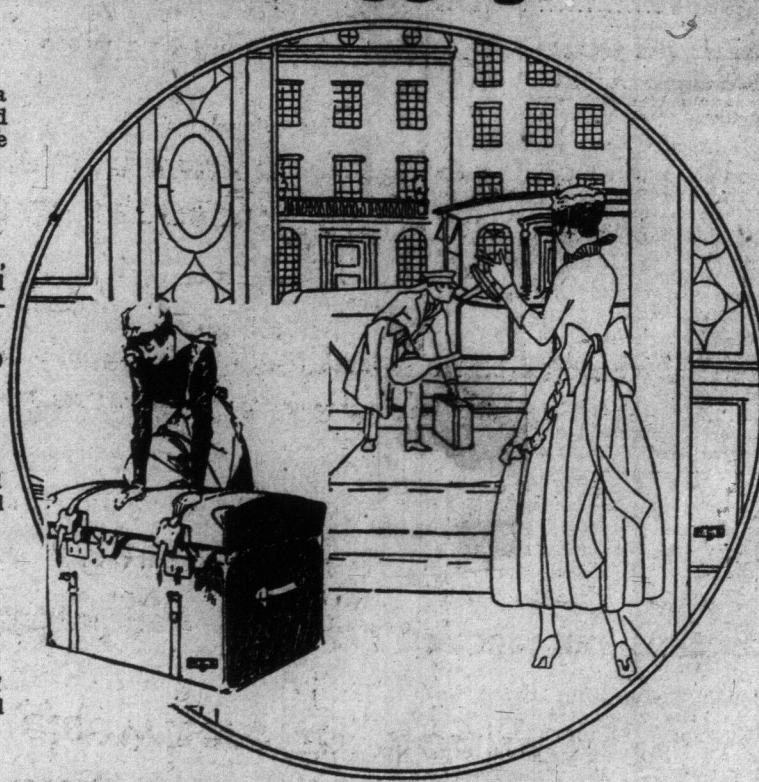
Black cowhide—they are exceptional value.

Size 18" at \$17.00; size 20" at \$18.00.

Suit Cases

Made of selected solid cowhide leather. Every stitch of them hand-sewn, having French edges, leather straps and leather lining, with shirt pocket.

Size 24" at \$25.50; 26" at \$27.50.



Here's the Sort of Underwear That Keep Out Those Marrow-Touching Winds

Underwear that is not only warm but fits perfectly—but for the advantageous conditions of our purchases you might be paying at least 25 to 35 per cent. more—and be glad to do so. Here are a few lines

Men's Fleece-lined Underwear, shirts and drawers. Sizes 34 to 44. Per garment, 65c.

Men's Fine Penman's Union Merino Shirts and Drawers. Sizes 34 to 44. Per garment, \$1.15.

Men's Elastic-ribbed Cotton Fleece-lined Shirts and Drawers; cream shade. Sizes 34 to 44. Per garment, \$1.00.

Men's Winter Weight Natural Cashmere Shirts and Drawers; Bodyguard brand. Per garment, \$2.00.

Men's Soft, Fine Silk and Wool Shirts and Drawers. Sizes 34 to 44. Per garment, \$2.25.

Men's Fine Silk and Wool Combinations. Sizes 34 to 44. Per suit, \$4.00.

Penman's Preferred Merino Combinations. Sizes 38 to 44. Per suit, \$2.25.

Men's Fleece-lined Combinations; soft, fleecy lining. Sizes 40 to 44. Per suit, \$1.50.

Men's Winter Weight Merino Combinations. Sizes 34 to 44. Per suit, \$1.50.

Men's Medium Weight Natural Wool Cashmere Shirts and Drawers. Sizes 34 to 44. Per garment, \$1.25.

Immense Reductions on Wall Papers

Special Prices on Decorating During January

1,000 rolls Tapestry, ground in tan shade, with leaf design in green, for sitting-rooms and halls. Regular 15¢. Today sale price, single roll, 8c.

Pretty Bedroom Papers, large range of attractive wall papers for bedrooms; floral stripes, linen effects and chintzes. Regular 25c to 35c. On sale today, single roll, 15c.

1,500 rolls Oatmeal Wall Papers, heavy duplex stock, new colorings of rose, grey, buff, putty and cream; 30 inches wide. Today only, per 5-yard roll, 14¢.

Cut Out Borders, Panel Borders and Scenic Borders, large assortment of widths, styles and colorings. Regular 8c to 20c yard. Clearing today, per yard, 5c.

Foliage Tapestries, fabric weave effects and conventional designs, in rich colorings of old blues, tans, greys, greens and mixed shades for living-rooms and halls. Regular 35c to 60c. Today's sale price, single roll, 25c.

Tuesday---A Sale of Sash Curtains

500 Pairs---Rush Price 49c a Pair

500 pairs of beautifully made Scrim, Voile and Marquisette Sash Curtains, in a big clearance today at this extremely low price. The length is 1½ yards, and the curtains are intended for use on the lower half of your bathroom, kitchen or attic windows. Some have attractive insertion and lace edging, others with insertion and plain hemstitched borders. Choice of white, cream or ecru. Worth in the usual way \$1.00 to \$1.50. Mid-winter Sale, per pair, today, 49c.

House Coats and Bath Robes For the "Home Man"

There are no garments of greater importance to the "home man" than Bath Robes, House Coats or Dressing Gowns. They lend certain comfort for the hours of ease and restfulness that makes them worthy of any price consideration.

No man should be without one of these good value coats.

House Coats

Brown mixed pattern, collar, cuffs and pockets trimmed with reverse side of cloth in a grey and red check pattern; frogs and loops of brown cord, \$6.50.

Medium grey with grey, red and black overplaid collar, cuffs and pockets; edges piped with black and grey cord. Coat closes with frogs and loop of grey and black cord, \$7.50.

Medium brown cheviot with silver hairline stripe pattern; collar, cuffs and pockets trimmed with blue and green overplaid pattern. Coat closes with frogs and loops of brown and green cord, \$9.00.

Bath Robes

Grey Blanket with brown, black and white Oriental design pattern; fancy border on sleeve and bottom of robe; girdle at waist, \$7.00.

Dark green with red fancy globe design pattern; edges and pockets piped with red and green cord; girdle at waist, \$8.00.

Wine and brown, heavy weight, with fancy check design pattern; edges and pockets piped with brown and red cord; girdle at waist, \$9.00.

Donegal Steamer Rugs

Handsome, new and of excellent quality and attractive warm appearance these big soft steamer rugs make for comfort, both for indoor or outdoor use.

Of special interest to those who appreciate rugs of quality at a moderate price, we have provided these big Donegal rugs of grey and blue plaid at \$12.95.

You Didn't Know There Were Bath Towels Made Especially for Men's Use---Did You?

Men's Heavy Quality Natural Linen Friction Turkish Towels. Ideal for the man who appreciates a brisk, healthful rub. Price per pair, \$2.00, \$2.50 and \$3.00.

Men's Striped Turkish Towels of heavy quality. Hemmed ends. Priced, per pair, \$1.50.

Plain White Terry Towels of lovely soft quality. Priced, per pair, 75c.

—Linen Dept., Fourth Floor—

When you visit Toronto, make Simpson's your buying headquarters. With its great winter stocks, its conveniences and accommodations, it will serve you quickly, honestly and in comfort.

Oneida Community Reliance Plate Very Much Reduced Today

These well-known Silver-plated Dessert Spoons, Table Spoons, Dessert Forks and Medium Forks, in the Exeter pattern.

Regular prices \$6.50 and \$7.00 per dozen. Today, per set of 6 for \$2.50.

The Robert SIMPSON Company Limited