Men---Did You Ever See Such Big Reductions on Fur Coats?

Think of the cosiness and comfort of these handsome garments during zero weather and you'll admit they're an essential and not a mere luxury.

A Fur Coat this winter will insure you against colds and their consequent dangers. That's an important item, isn't it?

The Fur Coats in the Midwinter Sale are developed in specially selected skins and substantially tailored. The reduction are as follow:

\$48.00 Marmot Lined Coats, at \$37.50.

\$29.75 Dogskin Lined Coats at \$19.95. \$30.00 Dogskin Coats at

\$19.95. \$75.00 Muskrat Lined Coats

\$85.00 Muskrat Lined Coats at \$69.50.

\$95.00 Coonskin Coats at \$75.00.

\$150.00 Coonskin Coats at \$105.00.

1898-Twenty-First Anniversary-1919 COMING OF AGE YEAR

Men's Soft Felt Hats 85c! Imagine How They'll Go

The kind you can wear right away and face the winter sea-

They come in telescope and fedora styles; are as dressy as you'd wish, and may be had in shades of grey, brown and green. The price of 85c means early shopping.

Men's Stylish Victor Boots \$6.00 and \$6.50

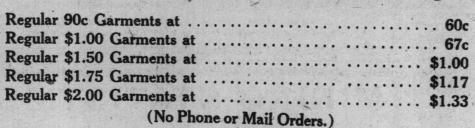
Once your feet are in these comfortable boots you will agree they're great value at the price.

Choose them in brown and gunmetal leathers, straight lace style. Guaranteed Tenax soles-resilient, durable and good looking. Sizes 51/2 to 10. Gunmetal at \$6.00; brown at \$6.50.

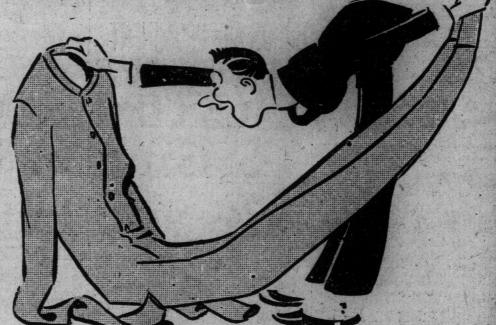
Men! Warm Winter Underwear 1-3 Less, is Heaping Big Value

It's a Clearance of Incomplete Lines of Combinations and Separate Garments From Our Mail Order and Store Stocks. Sale Starts Today at 8.30 a.m.

We've carefully judged the underwear in the sale and found every garment flawless in material and making. It's the biggest chance of the season for men to buy sufficient for this and next year. Your kind of underwear is here---natural WOOL CASHMERE, ELASTIC RIBBED, WOOL RIBBED, SCOTCH KNIT, MERINO FLEECE AND SO ON. Although all sizes are not obtainable in every kind, there is a complete size range in the assortment. The earlier the better for this good underwear at 1-3 off regular prices as follows:---



Regular \$2.50 Garments at \$1.67 Regular \$3.00 Garments at \$2.00 Regular \$4.00 Garments at \$2.67 Regular \$5.00 Garments at \$3.33 Regular \$6.00 Garments at \$4.00 Simpson's-Main Floor.



In the China Department

One-Day Sale of Cups and Saucers

ity Thin English Tuscan China-

Pink or blue band. Today, cup

Simpson's-Basement.

Three Goldline Tuscan English

and saucer, 23c.

cup and saucer for 15c.

saucer, 23c.

saucer for 15c.

Phone

Orders

Filled. Kermis

Cups and

Saucers,

each, 12c-

Thin Eng-

whitekermis

shape cups

and saucers.

Reg. \$2.50

dozen. To-

Finest Qual-

day, cup and

saucer for 12c.

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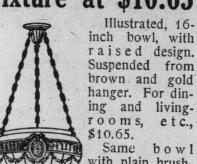
Men Need Just Pay

\$2.49 for Trousers of Reliable Tweed

An extra pair of trousers will save your good clothes and enable you to wear your old coat and vest to advantage these wintry days.

These trousers are tailored from dependable tweeds in assorted shades of grey, blue and brown. The patterns are very desirable. Sizes 32 to 44. For \$2.49.

Semi-Indirect **Fixture at \$10.65**



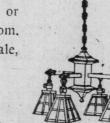
hanger. For dining and livingrooms, etc., Same bowl with plain brushed brass hanger,

Same bowl with single brushed brass hanger, \$7.50.

Mission Brushed BrassFixtures\$12.95

4 lights with lantern shades -amber panels -for dining or living - room. Mid-winter Sale, \$12.95. Simpson's-

Sixth Floor.



Foliage Tapestry Wall Paper 33c

Regularly 45c to 75c. Newest color treatments for living-rooms, dens, halls and diningrooms, large range of designs to

Moire Ceiling Paper at 8c

White and cream; both selvages ready trimmed for putting on; well covered design. Simpson's-Sixth Floor.

Special---35 Boys' All Wool Blue Serge Suits at \$9.95--- Today Regularly to \$15.00--- Sizes 24 to 35

They're odd sizes and broken lines, but exceptionally fine suits. A few slightly soiled. Single-breasted, all around belted models. Bloomer pants, lined throughout, finished with governor fasteners. These 35 suits, of course, will sell very rapidly, and first-comers will get the values. Sizes 24 to 35; 6 to 17 years. Mid-winter Sale Price, \$9.95.

25 Junior Boys' Overcoats Down to \$8.95---Sale! Regularly \$12.50 -- Sizes 3 to 7 Years

All are warm winter models, the very thing for youngsters. Brown and grey naps—double-breasted model with convertible collar. All around belt with buckle. Slash pockets, lined throughout with thick overcheck lining which makes the coat doubly warm. Sizes 3 to 7 years. Mid-winter Sale Price, \$8.95.

Simpson's-Main Floor.

An Important Offering of Men's Good Suits at \$20

A Timely Opportunity for Returned Soldiers to Get Good Clothes for Less

To keep down the price, we went into the market months ago and bought the fabrics, then we had the suits made in our own workrooms by thoroughly competent tailors; 3-button, single-breasted model, with wool linings. Sizes 36 to 44. Today, \$20.00.

Today's Market List

FOUR BEEFSTEAK SPECIALS Canada Food Board License No. 9-029 1000 lbs. Round Steak, lb., 25c. 600 lbs. Sirioin Steak, lb., 27c. 300 lbs. Wing Steak, lb., 29c. 500 lbs. Porterhouse Steak, lb., 32c.

MEATS AND FISH. Front Quarters Young Lamb, lb., 22c. Shoulder Roast Prime Beef, lb., 22c. Family Sausage, our own make, Breakfast Bacon, mild, whole or half, Domestic Shortening, 2-15, poils mestic Shortening, 3-lb. pails, gross weight, per pail, 90c.
Winter Caught Round Whitefish, Winter Caught Round Whitefish, lb., 16c.
Fresh Frozen Salmon Trout, lb., 19c.
Fresh Frozen Sea Herring, lb., 10c.
Cod Steaks, choice, lb., 16c.
Fresh Smoked Finnan Haddies, lb., 16c.
GROCERIES.
Canada Food Board License No. 8-7531
2000 tins Finest Canned Tomatoes, only 5 tins to a customer, tin, 15c.
2000 lbs. Finest Creamery Butter, only 5 lbs. to a customer, lb., 54c.
One car Standard Granulated Sugar, 20-lb. bag, \$2.29.
1000 pails St. Williams Pure Raspberry Jam, 4-lb. pail, \$1.00.
Dingman's Naptha Soap, 15 bars, \$1.00.
Finest Canned Peas, tin, 14c.
Morris' Oleomargarine, lb., 34c.
Assam Tea, regular 65c, lb., 59c.
Oglivie's or Purity Flour, 24-lb. bag, \$1.70.
Seedless Raisins, lb., 17c.

\$1.70.

Seedless Raisins, lb., 17c.

Magic Baking Powder, 1-lb. tin, 36c.
Choice Blue Peas, 2 packages, 25c.
Flaked Wheat, 7 lbs., 59c.
Peanut Butter, in bulk, lb., 29c.
Molasses Snaps, 2 lbs., 36c.
Choice Mincemeat, lb., 18c.
Orange Marmalade, 1-lb. jar, 25c.
Japan Rice, 2 lbs., 25c.
Choice Canned Herrings, Sea Crest
Brand, tin, 24c.
Edwardsburg or Beehive Table Syrup,
5-lb. pail, 53c.
Shredded Wheat or Grapenuts, package, 14c.

Shredded Wheat or Grapenuts, package, 14c.
Cocoa, in bulk, lb., 24c.
Cocoa, in FRUIT SECTION
California Navel Oranges, dozen, 55c.
California Lemons, dozen, 25c.
Choice Grapefruit, 3 for 29c.
Russet Apples, 6-qt. basket, 45c.
Parsnips, 6 lbs., 15c.

Bedroom Rugs (Reversible) \$13.25

Two-toned shades of rose, blue and green. Seamless; size 9' x 10' 6" at \$13.25 each; 9' x 12' at \$15.00 each.

Brussels and Velvet Stair Carpet at \$2.75 Yard English Brussels Carpet, also heavy quality velvet that will give years of service. Manufactured before the war, when good material was available; 27" wide. One price, \$2.75 per yard.

Axminster Rugs, \$3.95 For halls or rooms; 5 good Oriental patterns. Up-to-date colors. Size 2'3" x 4'6" at \$3.95.

Heavy Oilcloth, 70c Sq. Yd. 3000 yards well seasoned serviceable floor oilcloth—good patterns and colorings. Made in different width at 70c square yard.

Couch Covers, \$2.79 --- Screens, \$6.50 --- Scrim Curtains, \$3.29 --- Combination Shades, \$1.19

TAPESTRY COUCH COVERS, \$2.79 EACH—A limited quantity. Reversible for lounges and couches. Heavy weight, Oriental stripe patterns. Regularly \$3.50. Today, each, \$2.79.

THREE-FOLD DRAUGHT SCREENS AT \$6.50 UP-With single and double burlap filling-strong oak frames. Some ornamented with colored designs. Regular \$8.75 Screens, special at

Regular \$10.50 Screens, special at

Regular \$12.50 Screens, special at \$10.00 each. Regular \$15.00 Screens, special at

Voile and Marquisette Curtains, \$3.29 Pair

Clearance of new styles-hand worked, drawn thread borders-attractive lace and insertion trimming. Ivory and ecru; 21/2 yards long. Away below actual value.

at 79c Each

tures-Gilt and brown frames. Colored and sepia prints, various styles. Wide range of subjects. Special, 79c. Simpson's-Sixth Floor.

Picture Framing

The following moulding at startling 343 feet, 3" Polished Oak, golden finish; suitable for mirrors, etc. Regular-

ly 20c. Today, 5c foot. 4" Imitation Oak-Polished and ornamented; golden finish. Regularly 150

foot. Today, 5c foot. 114 feet 2" Black and Green Gilt, for old colored prints, etc. Regularly 18c.

Today, 5c foot. 50 feet High Back Dark Oak-Bur-

nished tip in raised pattern; 2", regular 25c. Today, 5c foot.

Moulding for Water Colors, Prints, etc.

1½" Grey Circassian Walnut Veneer—Dome pattern. Regularly 25c foot.
Today, 15c. 11/2" Antique Gilt, pressed wood pattern. Regularly 30c for 20c.

1" Antique Gilt, pressed wood pat-tern. Regularly 25c for 15c 1" Gilt and Walnut Veneer Inlaid, pressed wood. Regularly 35c for 22c.

Simpson's-Sixth Floor. Tourist Trunks \$7.49

Canvas Covered Dome-top Tourist Trunks-Heavy hardwood slats and protectors-good locks and fastscovered divided tray-two cowhide straps. Sizes 34 and 36 inches. Special, today, \$7.49.

Suit Cases \$11.95

Bone China-Today, cup and Heavy Stock Sheepskin Suit Cases-Cups and Saucers, 15c-Green Reinforced corners, good lock and fasts. floral decoration, as illustrated. Leather straps inside. Shirt pockets Good quality thin English ware. and straps. Sizes 24 and 26 inches. Regularly \$3.00 dozen. Today, Special, \$11.95.

Club Bags \$3.95

Clover Leaf Cups and Saucers, 15c-500 dozen for today's spe-Walrus Grain Fabrikiod-Good fasts cial selling. Good quality thin-English ware. Today, cup and and lock-leather corners. Durable sanitary rubber cloth lining with pockets. Sizes 16 and 18 inches. Spe-

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SINN FEIN

Every Effort Render Impo of Er

MEASURE Protective Sy Service and

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