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

THE SIVPSON COMPANY, LIMITED

DECEMBER 1st, 1906.

Suggestions for the Gift Season

SIMPSON'S EXCEL IN FURS



- Natural Labrador Mink Scarf — Made from six whole skins with double ends, solid, \$37.50

THESE are first quality and perfect in every respect, and they look the part. But see the prices! You can save money buying furs at this store. If you cannot come to Toronto con-

veniently, order by mail. It is just as safe, just as cheap and it's even less trouble than ordering right here in the store, and furthermore, you have the advantage at this store of returning any purchase that is not entirely satisfactory to you and your money will be refunded.



G3-840-Natural Eastern Canada Mink Muff -Imperial shape, six continuous stripes, soft down filling, with or \$37.50 without tail trimmings.....

HERE'S A GOOD WATCH-WHAT'S IT WORTH?



TT'S hard to tell, from the cut, how good a watch is represented here. But if we could give you this watch to examine, so that you might go and price as good a one at the jeweller's, you'd find that he'd ask about ten dollars for it.

IT IS BACKED BY TWO SAFE GUARANTEES — THE GOLD-FILLED CASE IS GUARANTEED FOR TWENTY YEARS BY THE AMERICAN WATCH CASE COMPANY AND THE JEWELLED MOVEMENT IS GUARANTEED BY THE ROBERT SIMPSON COMPANY.

This watch is an accurate reproduction of the very newest model from a famous American factory and, of course, is stem-winding and stem-setting. arrangement the Robert Simpson Company is able to sell this reliable watch for \$5.95.