

THE SIMPSON COMPANY LIMITED

STORE OPEN AT 10 O'CLOCK SATURDAY EVENING.

Christmas Clothing News! Great Overcoat Capture! Customers for Referees

That was a great capture our clothing man made, and he was shrewd enough not to tell it all at one time. He gave you the bigger half of the news last week, and here is the rest of it. More than one hundred men are wearing ten and twelve dollar coats for which they paid us \$6.65 last Saturday. Without permission, but with the utmost confidence we give them as references, for these are exactly the same as last Saturday's. Besides men who put them to the hardest wear, our customers last Saturday included professional men, accountants, lawyers, aldermen and Members of Parliament. You could not buy a coat from one of them at fifty per cent. advance on what they paid for it, but here are 98 more at the last week's price, \$6.65.

98 Winter Overcoats—Saturday at \$6.65.

98 Men's Fine Winter Overcoats, this season's newest goods, Scotch chevrons in Oxford grey shade; also fine English curl cloths, in a clear dark grey; also heater mixed lined, with fine Italian cloth, mohair sleeve linings, finished with satin-faced lapels and silk velvet collars, edges and pockets finished, with inserted silk cord, regular value \$10.00 and \$12.50, sizes 36 to 44. Special Saturday morning 6.65

Men's Suits.

Men's All-Wool Single-Breasted Worsteds Serge Suits, navy and black, medium weight, lined with heavy Italian cloth, good trimmings, cut and finished in the prevailing style, sizes 36-44 8.50

Men's Heavy Imported Tyke Serge Suits, dark navy, fast color, single and double breasted, lined with best Italian cloth, silk sewn and finished in the latest style, sizes 36-44 12.50

Dressing Gowns—Men's Fine Camel's Hair Dressing Gowns, medium and light fawn, also cardinal and black, scroll and checked patterns, cut in the latest style, handsomely trimmed and finished with wool girde, sizes 35-46 9.00

Reefers—Fine English Curl Cloth Reefers, navy blue, double-breasted, silk velvet collar, farmers' satin body lining, mohair sleeve lining, elegantly tailored, sizes 35-44 6.50

Fine Imported French Montagnac Overcoat, black, three-quarter length, single-breasted style with velvet collar, silk sewn and lined throughout with heavy satin, sizes 36-44 15.00

Fine Quality Fancy English Worsteds Suits, single-breasted saque style, handsome bronze shade, plain pattern, faint overplaid, lined with fine silk, deep French facings, silk sewn, perfect fitting and tailored equal to custom work, sizes 36-44 16.00

Fine English Melton Overcoats, single-breasted, fast blue and black shades, French facing, lapped seams, raw edges, silk velvet collar, best Italian linings and trimmings, sizes 35-42 12.50

Imported English Beaver Overcoats, sizes 36-44, single-breasted style, in the new olive shade, lapped seams, raw edges, deep facings, fancy worsted lining, plaid pattern, in color to match silk sleeve lining and silk velvet collar 14.00

Overcoats—Our Special "Senator" Overcoat, the best value on the market to-day, the best advertiser we have, a fine English beaver, blue black and brown, single and double-breasted style, French facings, silk velvet collar, choice farmers' satin lining, silk sewn, perfect fitting, sizes 34-44 8.50

Smoking Coats—Men's Fine Soft Saxony Cloth Smoking Jackets or House Coats, grey, fawn and red shades, fancy patterns, patch pockets, roll collar, pockets, cuffs and edges trimmed with fancy worsted cord, sizes 34-44 5.50

Boys' Suits and Ulsters—Boys' Fine Scotch Tweed Two-Garment Suits, black and dark green, neat check patterns, single-breasted style, farmers' satin linings and good trimmings, sizes 23-28 3.75

The Perfection of Beauty in Ties and Mufflers for Tasteful Men.

Men's English Neckwear, made of fine quality satin, black ground with fancy colored stripes, made up in graduated Derivatives, Imperials, flowing ends and puff shapes, best silk linings and extra well finished, regular price 50c, special Saturday, each, cut-off buttons, natural shade, all sizes, 34 to 44, Saturday, per pair, 1.25

Men's Fine Silk and Satin Neckwear, in plain colors, checks, fancy stripes, polka dots, broadcases and all-over patterns, made up in four-in-hand, straggles, bows, knots and the new smallest puff, silk lined, light and dark colors, special, each, 25c

Men's Fine Quality White Shirts, made of extra weight cotton, pure Irish linen bosom, cuffs and wristbands, reinforced front, continuous facings, single or double pleat, double-stitched seams, full size bodies, sizes 14 to 17, special, each, 75c

Men's Extra Quality Four-Ply Linen Collars, in all the latest shades, 1 1/2 to 2 1/2 inch widths, extra well laundered and finished, special at 2 for 25c

Suspenders—Men's Fine Quality Satin Suspenders, plain colors, made with silk-woven web and best gilt trimmings, at per pair, 75c

Men's Heavy Wool Shirts and Drawers, heather mixed, fancy stripes, double-breasted cuffs, skirt and ankles, satine facings and extra well finished, men's sizes, regular price \$1.50 per garment, Saturday at, per 50c

Men's Extra Heavy Scotch Wool Shirts and Drawers, double-breasted, ribbed cuffs, skirt and ankles, satine facings, pearl buttons, a good warm garment, 100c each, or, per suit, 1.75

A Mammoth Christmas Card Department

Around the light well, on our first floor, is by far the largest and best assortment of Xmas Cards and Calendars ever shown in Canada. We double our selling space this morning, so that, every one may be served promptly. The prices are so reasonable that while you have the choicest art productions to select from, you can supply a large circle of friends or a whole school of children for a very moderate cost.

Fur Needs

will be pressing now, with snow and icy winds arrived at last. You will find our stock most complete, and our prices lower than others, because we bought before the recent advance in rates. The thoughtful man will weigh these facts, and come and be his own judge of their accuracy. We invite the test.

Fur and Fur-Lined Coats.

Men's Fur Coats, in black dog or Corsican lamb, made from No. 1 skins, rich and lustrous color, best of all-wool Italian linings, full 50 inches long, Saturday 18.00

Men's No. 1 Grade Australian Wallaby or Wombat, selected dark shade, heavy and close even fur, specially well lined and finished, Saturday 20.00

Men's Fur-Lined Coats, shell of imported English beaver cloth, lined with dark spring muskrat, including sleeves, collars of dark Canadian otter or choice Persian lamb, perfectly finished in every particular, an excellent Xmas gift, Saturday 47.00

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Special Sale of Men's Boots at \$2.50.

Men who have been accustomed to paying \$3.50 and more for their boots will recognize a genuine bargain in boots we are selling Saturday at \$2.50; all new goods, made by best makers, in the latest style. They come in Box Calf, Patent Leather, Vici Kid and all the new shades of Russia Tan Calf. We have all sizes—5 1/2 to 11—and we have nearly 1000 pairs of them. They will be on sale all day Saturday at \$2.50 per pair. You may see samples in our Yonge-street Window.

Boys' Box Calf Lace Boots, splendid solid leather, well made, double soles, sizes 1 to 5, at \$1.50, sizes 11, 12 and 13, at 1.25

Men's Hockey or Skating Boots, chocolate color, grain leather, seam to toe, strap over instep, well made, all sizes, worth \$2.50, Saturday special 1.75

We sell the Boston Rubber for Men and Boys, nothing better made, every pair guaranteed, prices as low as you will be asked to pay for inferior makes.

Sterling Silver Hair Brush

Special for Saturday \$1.50

And everyone knows how thoroughly acceptable a gift they make.

Sterling Silver Hair Brush, fancy pattern back and handle and a good quality of long, white bristles, each 1.50

Sterling Silver Bonnet Duster, extra day 75c

Shiny Silver Horn, sterling silver mounting, each 60c

Here's for the Babies.

Bootees, Mitts and Wool Vests—all very pretty, dainty and warm—but notice the prices! They're a sample lot just to hand—and marked at these half prices for you on Saturday:

Bootees, regular 20c, Saturday 10c

Bootees, regular 30c, Saturday 15c

Bootees, regular 40c, Saturday 20c

Bootees, regular 50c, Saturday 25c

Bootees, regular 60c, Saturday 30c

Bootees, regular 70c, Saturday 35c

Bootees, regular 80c, Saturday 40c

Bootees, regular 90c, Saturday 45c

Bootees, regular 1.00, Saturday 50c

Bootees, regular 1.10, Saturday 55c

Bootees, regular 1.20, Saturday 60c

Bootees, regular 1.30, Saturday 65c

Bootees, regular 1.40, Saturday 70c

Bootees, regular 1.50, Saturday 75c

Bootees, regular 1.60, Saturday 80c

Bootees, regular 1.70, Saturday 85c

Bootees, regular 1.80, Saturday 90c

Bootees, regular 1.90, Saturday 95c

Bootees, regular 2.00, Saturday 1.00

Bootees, regular 2.10, Saturday 1.05

Bootees, regular 2.20, Saturday 1.10

Bootees, regular 2.30, Saturday 1.15

Bootees, regular 2.40, Saturday 1.20

Bootees, regular 2.50, Saturday 1.25

Bootees, regular 2.60, Saturday 1.30

Bootees, regular 2.70, Saturday 1.35

Bootees, regular 2.80, Saturday 1.40

Bootees, regular 2.90, Saturday 1.45

Bootees, regular 3.00, Saturday 1.50

Bootees, regular 3.10, Saturday 1.55

Bootees, regular 3.20, Saturday 1.60

Bootees, regular 3.30, Saturday 1.65

Bootees, regular 3.40, Saturday 1.70

Bootees, regular 3.50, Saturday 1.75

Bootees, regular 3.60, Saturday 1.80

Bootees, regular 3.70, Saturday 1.85

Bootees, regular 3.80, Saturday 1.90

Bootees, regular 3.90, Saturday 1.95

Bootees, regular 4.00, Saturday 2.00

Bootees, regular 4.10, Saturday 2.05

Bootees, regular 4.20, Saturday 2.10

Bootees, regular 4.30, Saturday 2.15

Bootees, regular 4.40, Saturday 2.20

Bootees, regular 4.50, Saturday 2.25

Bootees, regular 4.60, Saturday 2.30

Bootees, regular 4.70, Saturday 2.35

Bootees, regular 4.80, Saturday 2.40

Bootees, regular 4.90, Saturday 2.45

Bootees, regular 5.00, Saturday 2.50

Bootees, regular 5.10, Saturday 2.55

Bootees, regular 5.20, Saturday 2.60

Bootees, regular 5.30, Saturday 2.65

Bootees, regular 5.40, Saturday 2.70