

Simpson's Underwear Sale for Men Plunges Forward Again Today at 8.30 a. m. With Gaps Re-filled

On Account of Broken Sizes

Men's Good Boots Reduced

Regular \$6.00, \$7.00 and \$8.00 "Victor" and other well-known makes of men's boots reduced on account of broken sizes. This includes several lines of patent colt, gunmetal, brown and Havana calf boots in Blucher and straight lace styles. Medium and heavy weight guaranteed rubber fibre and oak tanned soles.

There are not all sizes in each line, but in the lot are sizes 6 to 11. All reduced for today to

\$5.50

Hollow-ground Razors

George Butler & Co.'s high-grade Sheffield make, 5/8-inch round point blade, black handle. 72 only, to sell today at each,

\$1.95

Two Boys' Suits for the Price of One

- \$ 7.50 Coats at \$3.75
- \$ 8.00 Coats at \$4.00
- \$ 8.50 Coats at \$4.25
- \$ 9.75 Coats at \$4.85
- \$11.00 Coats at \$5.50
- \$12.00 Coats at \$6.00

63 suits in this attractive early shopping special. They are tailored in dressy pinch-back models, from English and Scotch tweed suitings, in seasonable shades of grey and brown, showing small stripe and overcheck patterns.

Coats are single-breasted, with well-formed shoulders, patch pockets and all-around belt at waist; others have pleats back and front to belt at waist, and flap pockets. All are warmly lined. Sizes 7 to 17 years. Today, special at half price, \$3.75, \$4.25, \$4.50, \$5.00 and \$6.00.

Boys' Sturdy Warm Overcoats Reduced, \$10.95

Regular Prices \$14.50 to \$18.00

These beautiful coats are tailored from imported wool ulsterings in rich grey and brown stripes, checks and plain weaves. They are in smart Chesterfield, ulster and slip-on models. Some have black velvet collars and slash pockets, others have deep convertible collar and patch and flap pockets.

Sizes 9 to 17 years. Every coat is a splendid bargain. Today at \$10.95.

50-inch Chintz in Rush Sale 49c Yd.

It will mean early shopping this morning to secure some of this chintz as the quantity is limited.

There are light and medium colorings in floral and conventional designs appropriate for overcurtains, slip-covers and cushions.

These goods are all 50 inches wide and sold originally at from \$1.50 to \$2.25 yard. On sale at 8.30 a.m. today, per yard, 49c.

\$2.69 Fire Screens \$1.50

Art Muslins 12 1/2-c Yd.

18 only, 27 inches high. They have strong white enamel frame with centre panel, showing a colored Japanese scene. Regularly \$2.69. Today, each, \$1.50.

Dainty muslins, just one yard wide, having cream ground with green or yellow rose patterns. Will make fine curtains for your bedrooms or kitchen. 26 inches wide. Today, yard, 12 1/2c.

A Noteworthy Slump in Brass Bed Prices Takes Place Today



Brass Beds with two-inch posts, heavy caps, knobs, top rods and 4-inch fillers with special mounts, regular price, \$20.50. Today, \$20.45.

Brass Ribbon Finish Beds with heavy fancy mounts and two-inch posts. Regular price, \$23.00. Today, \$22.95.

Brass Beds with 2-inch posts and heavy fillers, also top rods, large knobs. Regular price, \$19.50. Today, \$19.45.

Mattresses of seagrass with centre of jute. Top and bottom deeply tufted. Covered in art ticking. Regular price, \$5.00. Today, \$3.80.

"Montana Robes"

The most serviceable robe to be had. Made with Astrachan cloth back and rubber interlining, making it wind and rainproof. Top is of imitation buffalo.

These rugs give years of service. Size 54 x 62, \$12.00. Size 54 x 72, \$14.50.



"HIS MASTER'S VOICE"

Victor Records at 90c Each

Include renditions from such famous artists as Harry Lauder—Pietro Deiro—Hayden Quartette—Elizabeth Spencer—Henry Burr—Elsie Baker.

Victor Records at \$1.25 Each

Furnish the delightful recording of such celebrities as: John McCormack—Mischa Elman—Fritz Kreisler—Alma Gluck—Julia Culp.

Victor Records at \$2.50, \$3.50, \$5.00, \$6.00

Bring into the home such magnificent works and World Renowned Artists as: Caruso—Tetrazzini—Melba—Alma Gluck—Clara Butt—Schumann Heink in the following operas: La Traviata—Cavalleria Rusticana—Carmen—Il Trovatore—Lucia. Also we have English songs by the above artists.

Home Owners, Attention!

Special Fixture Outfit Reduced to \$22.25

Reg. Value \$30.45

The low price is exclusive of bulbs, points and fees. Installed free anywhere within the city limits. Here is what you get for \$22.25.

Parlor 2-light Flemish Gold Ceiling Piece and shades, \$4.75. Dining 2-light Oxidized Brass Pendant and shades, \$7.50. Hall 1-light Brush Brass Pendant and shades, \$2.50.

Sitting room 2-light Flemish Pendant, 2 chains and shades, \$4.90. Upper hall and bedrooms, 3 1-light Brass Brackets and shades, \$5.40.

Bath 1-light Brush Brass Bracket and shade, \$2.95. Kitchen cord, verandah ball, cellar receptacle, \$3.25. Total, \$30.45.

If your house is piped for gas three joints will be required at 40c each, \$1.20.

Sixteen 25 and 40 watt lamps for this set. Regular 35c each, for 35c each.

Electric Heaters—Moffat—Hot-point and Majestic. Prices, \$4.95, \$5.00, \$5.00, \$5.00 and \$16.50.

January Sale Prices Reduced on Picture Framing

200 feet 3/4-inch choice brown and antique moulding, suitable for water colors and brown prints. Regular 25c. Today, 12 1/2c per foot.

150 feet 1/2-inch antique gilt with gold burnished tips. Regular 15c. Today, 8c per foot.

A clearance of beautiful standing antique gilt frames. Regular \$2.50. Today, \$2.00.

Your photo fitted, complete with glass and back. The sizes average about 6 x 8. Today, \$2.00.

Pipe News

Genuine French Briar Pipes, with vulcanite mouth-piece, in bent, bulldog or billiard shapes. Remarkable value today in the Notion Department at **35c**

Half Price for Winter Underwear

Sharp at 8.30 this morning this extraordinary underwear sale will again leap forward with most of the gaps caused by yesterday's heavy selling refilled, offering the same good values as those that featured the first day of the sale.

If you are the least bit acquainted with the underwear market you will know that this is a rare occasion indeed and a profitable time to lay in a supply for next winter as well as for now.

In the sale are broken lines from our mail order department, including combinations and two-piece suits of English cashmere—Scotch knit and wool ribbed. There are both all-wool and wool and cotton mixtures.

Not all sizes in any one line, but all sizes in the lot.

Regular \$1.00 Garments at .50
Regular \$1.50 Garments at .75
Regular \$2.00 Garments at \$1.00

Regular \$2.50 Garments at \$1.25
Regular \$3.00 Garments at \$1.50
Regular \$3.50 Garments at \$1.75



On Sale Today Men's Winter Overcoats in the Latest Fashion Reduced to Seventeen-Ninety-Five

We assure you of getting a better coat than you thought it possible to obtain for \$17.95, if you will come to this sale today.

There are blue chinchillas, black and grey tweeds, brown and black mixtures, Harris tweeds and brown and blue Whitney. Made up in double-breasted ulster, double and single-breasted trench models, and the exceedingly popular slip-on style.

Sizes 34 to 40. Great sale special today **17.95**

The Call for "Arrow" Collars

Owing to the great demand and the increasing sale of Arrow collars our stock is always fresh, clean and new

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| ASHBY | HUMBERT |
| Height 2 1/4-1 1/4 in. | Height 1 1/2-1 1/2 in. |
| ARTHUR | HURLSTON |
| Height 1 3/4-1 1/4 in. | Height 1 1/2-1 1/4 in. |
| ALBARDO | KEMPTON |
| Height 2-1 1/4 in. | Height 2 1/4-2 in. |
| ANCOVER | LINDSAY |
| Height 2 1/4-1 1/2 in. | Height 2 1/4-2 1/2 in. |
| AURANIA | MARLEY |
| Height 2 1/4-1 1/4 in. | Height 2 1/4-2 1/4 in. |
| BERWICK | MARGATE |
| Height 2 1/4-2 1/4 in. | Height 2 1/4-1 1/2 in. |
| CONTOUR | MERION |
| Height 2 1/4-1 1/2 in. | Height 2 1/4-1 1/2 in. |
| CLARIDGE | MEYRICK |
| Height 2 1/4-2 1/4 in. | Height 2 1/4-1 1/4 in. |
| CANTAB | NORMAN |
| Height 2 1/4-1 1/4 in. | Height 2 1/4-2 in. |
| CAPRON | NEWPORT |
| Height 2 1/4-1 1/2 in. | Height 2 1/4-2 in. |
| DEVON | PUTNEY |
| Height 2 1/4-1 1/2 in. | Height 2 1/4-2 in. |
| DORSET | RADNOR |
| Height 2 1/4-1 1/2 in. | Height 2-1 1/4 in. |
| DONCASTER | SEVERN |
| Height 2 1/4-2 1/4 in. | Height 2 1/4-2 in. |
| FALCON | TALBOT |
| Height 2 1/4-2 1/4 in. | Height 2 1/4-2 1/4 in. |
| GORDON | TYRONE |
| Height 2 1/4-2 in. | Height 2 1/4-2 in. |
| GOTHIC | TABHURST |
| Height 2 1/4-1 1/2 in. | Height 2 1/4-1 1/2 in. |

Yonge and Richmond Sts.

Opportunity! Men's Silk Mufflers Today at 79c

Made to Sell at From \$1.00 to \$6.50 Each

No Phone or Mail Orders and Positively No Exchanges

About 1,800 in the lot. Half of them are first quality mufflers that sell regularly at \$1.00, \$1.25, \$1.50 and \$2.00.

The other half are "seconds" of mufflers intended to sell at prices ranging from \$2.00 to \$6.50.

They are all of knitted silk, in plain colors, and all sorts of club and Roman stripe patterns. A remarkable factory clearance sale today, at 79c.

Men's Fur Lined Coats With a Little More Style ---Little More Quality ---Little More Value

Just a little, but it means so much. In addition to the excellent designing and tailoring of these well-made coats, there are other superior features that stamp them as better value. For instance, the beaver cloth in them is imported English quality, and the lining is fine selected Canadian muskrat. You may have Persian lamb or Canadian otter collar—and the price is only \$75.00.

Winter Weight Caps for Men and Boys

Made from good, warm woolen overcoating materials, such as chinchillas, Whiteheads, etc., in a big choice of shades—with or without inside earbands. At 95c, \$1.50 and \$2.00.



The Robert SIMPSON Company Limited

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