

**SIMPSON**

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, Pres.

J. Wood, Manager

PROBS.

Light to moderate winds; fine and moderately warm to-day and on Tuesday.

**SIMPSON**

## The Great China Sale

Nothing Succeeds Like Success

And how could the sale help being a success? The values are extraordinary—the department is the most spacious in the city, and contains a stock of china and glass the like of which cannot be seen anywhere else in Canada. The Art Section alone would rivet your attention for half a day, irrespective of the wonderful bargains, such as these:

600 only Royal Nippon Hand-painted Wares, Royal Doulton, Wedgwood and Amphora Wares, comprising Rail Plates, Chocolate Sets, A. D. Coffee Sets, Vases, Jardinières, Fruit Sets, Fern Pots. Regular to \$6.00 ..... **2.00**

See Yonge Street window. No mail or phone orders.

1000 pieces Fancy German and French China Ware, many useful and decorative pieces. Values to \$1.00. On sale Tuesday ..... **.25**

## English, French and Austrian Dinnerware

23 only 97-piece English Semi-Porcelain Dinner Sets, artistic floral design, gold finish. Regular to \$25.00. Sale **10.00**

17 only Dinner Sets, in Booth's famed Silicon china-ware, mazarine blue band, heavy gold edge and line. Regular \$29.25. Sale ..... **17.50**

Genuine Carlsbad China Dinner Set, 102 pieces. Regular \$39.00. Sale **25.00**

Theodore Haviland Limoges, China Dinner Set, 102 pieces. Regular \$59.00. Sale ..... **42.00**

Bernardand & Cie Limoges China Dinner Set, 102 pieces, solid coin gold decoration, Russian evangel border design. Regular \$250.00. Sale. **125.00**

## Beautiful Marbles From Sunny Italy---

The Home of Sculptors

Mother and Child, by the famous Florentine artist, Giranie. Regular \$135.00. Sale ..... **100.00**

Venus De Milo. Reg. \$75.00. **40.00**

The Student: Contemplation. Regular \$145.00. Sale ..... **105.00**

Statuary from ..... **5.00 to 350.00**

15 pieces of Choice Art Ware and Bric-a-Brac—Crown Derby Vase, Copeland Spade Vase, Coalport Loving Cup, Royal Worcester Vase, Packard's Hand-painted Wares. Were regularly to \$85.00. Extra special Tuesday ..... **25.00**



This brand stands for all that is best in Men's Underwear. BODY GUARD Underwear is made from the finest English and Australian yarns. When you feel its texture, you'll be surprised at the prices:

**1.00 Three 1.25 Weights 1.50**

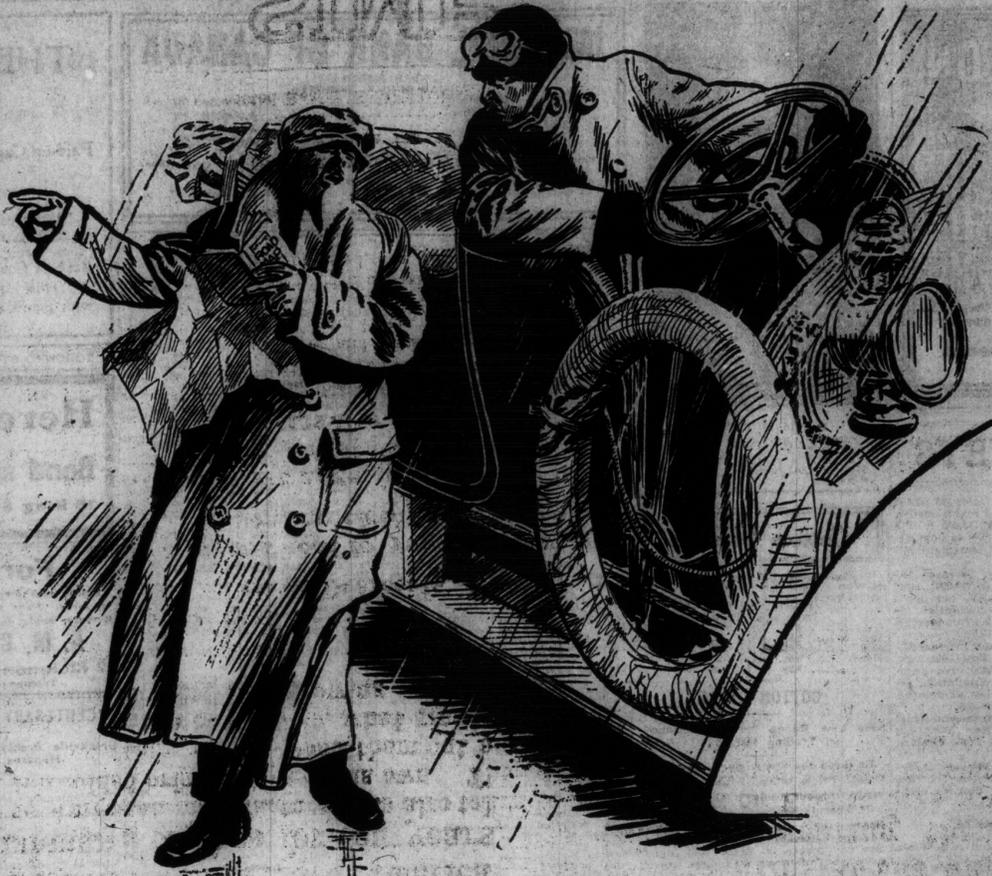
It comes directly from our English manufacturers to this Store, so you pay no middle-man's profit.

Here are three out of a dozen different styles. If you send a mail or phone order, use numbers quoted here.

**NO. 7967**—Body Guard, heavy natural wool, large double breast, beige trimmings, shirts or drawers; sizes 34 to 44. Per garment ..... **1.00**

**NO. G126**—Body Guard, natural wool, slightly heavier than 7967, self trimmings; sizes 34 to 44. Each garment ..... **1.25**

**NO. 7966**—Body Guard, natural wool, heavy winter weight, beautifully soft and fine; sizes 34 to 44. Per garment **1.50**



## Concerning One of the Best Stocks of Men's Overcoats in America

An overcoat, especially a winter overcoat, is perhaps the most important item of a man's dress, and costs most money, too, hence your careful buying and our careful buying.

Men's clothes for 1911 and 1912 have been a much more difficult proposition to the store buyer than heretofore, because the well-dressed American man, after scoffing at the Englishman's clothes for ten years, has taken to wearing them. The American manufacturer has also taken to making them on English lines, with a few added originalities of his own. Then the English manufacturers do funny stunts of their own and send them out here in an endeavor to please the Canadian market. So the question is, what kind of a winter overcoat are you going to buy? Our stock includes the following:—

- 1—English Overcoats.
- 2—American Overcoats.
- 3—Anglicized American Overcoats.
- 4—Americanized English Overcoats.
- 5—Overcoats made especially for our climate in England or America—or

We will make an overcoat to your measurement from Canadian, English, Scotch, Irish or American cloth in any style you like.

All these coats are alike in one respect—they are the best of their kind, and the return for your money will be satisfactory to you. Is that the kind of coat you want? If so, here are five examples:—

- No. 1**—Black English Melton, black velvet collar, single-breasted and of average length; sizes 36 to 44. **10.00**
- No. 2**—A Young Man's Coat, grey and black, diagonal woven ulstering, velvet collar, long lapels, single-breasted; sizes 34 to 44 ..... **16.00**
- No. 3**—A Motoring Coat, heavy Irish ulstering in a green and brown mixture, double-breasted, box pleated, stitched seams, strap sleeves ..... **19.50**
- No. 4**—Warm English Ulster, double-breasted, box pleated back, drawn at waist, with belt; heavy brown ulstering, but not very heavy ..... **28.00**
- No. 5**—A Perfect English Ulster, a pattern of tailoring, fine English fawn nap ulstering; lined with warm tweed of fine quality; a coat worth seeing ..... **38.00**

As much attention has been paid to the selection of our Boys' Overcoats as to the Men's. Here are three:

- No. 1**—A Chesterfield, grey serge, with black stripe, raised seams, velvet collar; sizes 28 to 33 ..... **9.00**
- No. 2**—A Winter Ulster, of English tan colored tweed; a beautifully tailored coat; sizes 29 to 35. Prices ..... **7.25 to 8.75**
- No. 3**—A Double-breasted Reefer, Scotch tweed, will stand rough wear; sizes 26 to 32. Tuesday ..... **5.50**

The **SIMPSON** Company Limited

## On Sale TO-DAY

Dinner and Tea Service for six people. Regular \$4.50. To-day ..... **2.45**

\$4.00 Pieces Fancy China for .... **1.00**

Bargains in Hardware and for the Kitchen, Laundry and Bathroom.

\$9.50 Three-Light Electric Fixture for ..... **6.89**

200 Winter Dresses for Girls. Regular \$6.50, for ..... **3.95**

\$20.00 Men's Brown Worsted Suit for ..... **15.00**

## 300 Rugs

Seamless Tapestry Brussels, in oriental, conventional and floral designs; sizes 9x12, 9x10½. At each ..... **9.75**

What Do You Know About That? There are 40 Rugs included, 12x12, with one centre seam, at the same price. This is a UNIQUE offer.

## French Velours For Portieres and Draperies

(Fourth Floor)

7000 yards damaged on the way out. Single faced and reversible, slightly imperfect; the makers say damaged on the way out, and we are advised to sell it at a reduction.

Four different shades of green in each quality.

Lot No. 1—Single-faced velours, for portiere linings and hangings. Regular price \$1.50 and \$1.65. Maker's sacrifice at, per yard ..... **1.09**

Lot No. 2—Double-faced velours, for portieres; the finest quality; sells at \$2.00 and up to \$2.25. Maker's sacrifice, per yard ..... **1.43**

Portiere Cords, Galloons and Trimmings to complete.

## Linens and Staples

1000 yards of Oxford and French Cambric Shirtings, in assorted stripes; a good serviceable shirting. Regular 25c yard. Tuesday ..... **.19**

American White Crochet Bed Spreads, in a large range of patterns, closely woven, double bed size, 80 x 90 inches. Tuesday ..... **1.98**

Rich Satin Damask Table Cloths, in newest round designs, good heavy weight, 2 x 2½ yards. Tuesday. **2.95**



## The Hats That Go With the Coats

It would certainly cause quite a flutter on Yonge Street to appear in one of those heavy English Ulsters we have been talking about, and a straw hat.

What we want to impress upon you is the fact that in our Hat Department are to be found suitable hats. By suitable we mean headgear that looks in place, not out of place.

Some of the Rough-Finished Soft Hats at \$1.00 are models of style and cheapness, the "Christy" and the "King," with the hall marks of the genuine, are priced on Tuesday at ..... **2.00**

500,000 CENT...  
H. H. W...  
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Robert Rogers...  
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J. C. Doherty...  
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T. W. Crother...  
Labor...  
Hon. J. D. H...  
Marine and Fish...  
Col. Sam Hug...  
Militia...  
F. D. Monk...  
Public Works...  
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Hon. George H...  
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