

SIMPSON

Store Opens 8 a.m.

Closes at 5.30 p.m.

H. H. Fudger, Pres.

J. Wood, Manager

PROBS. N. W. to S. W. winds; fair and cold to-day, but becoming milder.

SIMPSON

TO-DAY

An Important Sale of Winter Boots

will be the 8 a.m. attraction on our Second Floor. Naturally you will be comparing this sale with the other big ones we've held here in the past; let us assure you that we've never had a finer stock of Boots for Men, Women and Children included in one sale. Three well-known firms have contributed to it—the McCready Shoe Company, the Ames-Holden Shoe Company, the Tetrault Shoe Company—all styles are brand new, and the sizes and widths are complete in every style.

- Men's Boots, worth up to \$7.00, TO-DAY..... 2.95
- Boys' Boots, worth up to \$3.50, TO-DAY..... 1.69
- Women's Boots, worth up to \$5.00, TO-DAY..... 2.49
- Children's Boots, worth up to \$2.00, TO-DAY..... .95

Fur and Fur-Lined Coats for To-Day

Here are two investments in the Men's Fur Store that we suggest for TO-DAY. In both cases you'll be making a big saving.

- 11 only Men's Extra Choice Custom-made Fur-lined Coats, shells are A1 English beaver cloth, trimmed and finished first-class; linings are selected dark and close-furred Canadian muskrat with shawl shape collars of prime heavily-furred otter skin; good value at \$65.00. TO-DAY, bargain 47.50
- Chauffeurs' Fur Coats, in No. 1 grade bear goat, dark brown and black color; best linings and well finished; durable and very warm garment. TO-DAY..... 19.50

\$1.50 Men's Winter Gloves, 98c

Men's Winter Dress Gloves, warm wool lining, protective gore at wrist, one dome snap, imported stock, kid, suede and cape leathers; pique and P.X. M. seam; best finish; sizes 7 to 10. Regular lines that we must clear; \$1.50 value. TO-DAY.... 98

Fine Brussels Rugs at Big Reductions

We have decided to drop a few designs amongst these goods to make room for others that will be coming in shortly, and you can buy them TO-DAY at the same rate as the jobbers. They are wonderful value, and worth buying at these prices to put away until you need them.

- 9x10.6, regular \$14.00, TO-DAY, special, 11.25; 9x12.0, regular \$16.00, TO-DAY, special, 12.95; 11.3 x 13.6, regular \$22.50, TO-DAY, special 19.35

REAL ORIENTAL RUGS AT 25 PER CENT. OFF.

These Hand-Made Rugs are offered for TO-DAY at prices to command a big result. They are mostly the rich, warm red colorings, suitable for dining-room, den, library, and hall, thick and warm, everlasting wear. They are specially suitable for club use, offices, or places where they have constant traffic on them. For TO-DAY only 25 Per Cent. Off (Fourth Floor—Yonge Street)

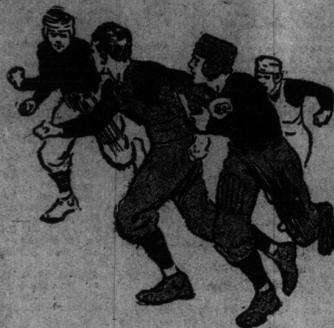
They are all in the carpet sizes—as an instance: 12.11 x 9.8, regular \$125.00, special, 93.75; 13.11 x 9.4, regular \$82.50, special, 62.00; 11.7 x 8.8, regular \$67.50, special 50.00

In the small genuine Oriental Rugs we have some choice pieces at moderate prices—Daghestans from 15.00 to 75.00; Kazaks from 25.00 to 55.00; Silky Karabags, 7.75 each.

A few Antique Bokhara Saddle Bag Pieces at, each 20.00

Get Down As Fast As You Can TO-DAY

This is the morning that two hundred and fifty classy overcoats go on sale at \$9.80 each.



Needless to say, such an opportunity doesn't "just happen" at the height of the overcoat season. In trade circles it is a recognized fact that good overcoats are scarce. We had to go hundreds of miles from Toronto to hunt this bargain down, and it was just a question whether we could land them in time to offer them To-day. These coats were well bought, but there's a very small margin of profit in them at to-day's price. They are heavy ulsters, made



single and double-breasted, with the two-way convertible collar, full ulster length, centre vent. They are made from English grey and brown tweeds and fancy mixtures. They are well lined and tailored, and there are many coats in the collection that have never been offered before for less than \$16.50. Our Saturday, 8 a.m. \$9.80 price . . . \$9.80

TO-DAY

We Offer 93 Sample Ulsters for Boys, \$5.85

Just ninety-three of these good Ulsters for big boys will be offered at this price to-day. This is all we could buy in Montreal, but it's just ninety-three more than you'll find offered elsewhere to-day, values considered.

These Ulsters are single and double-breasted, permanent as well as convertible collars, made of imported English overcoatings. At regular prices these coats would bring from \$7.50 to \$9.50; sizes 30 to 35. Our price TO-DAY 5.85

Men's \$2.00 Underwear \$1.00

A tremendous selling of Men's Underwear has shattered the range of sizes in many good lines. TO-DAY all the remainders go on sale for \$1.00 a garment.

"Penman's 95," "St. George" wool and camel's hair mixtures and natural wool, elastic rib finish, "Body Guard," "Stralian" and several other good English makes; there are several broken lines in this sale, but in the lot there are all sizes 34 to 50. Regular \$1.25, \$1.50 and \$2.00. TO-DAY, per garment, 1.00

100 Trunks, Suit Cases and Club Bags, \$3.95

A price that saves you at least a dollar on each article. Inspect these pieces carefully and you'll see what splendid gifts they would make. No dealers supplied.

A Few More Alarm Clocks at 59c To-Day

Genuine brass movements, reliable timekeepers, fitted in copper and nickel cases, single and double bells. Regular \$1.25 each. TO-DAY... 59

Rope and Band Portieres at Special Prices

75 only New Arts and Crafts or Mission Rope and Band Portieres, a variety of very smart designs; colors red, mixed green, brown, green and red, and solid green; adjustable to fit any arch from 4 to 6 1/2 feet wide. Special TO-DAY 2.59, 3.78, 4.48, 6.89

75c ART SILKS, 49c YARD.

For Christmas Fancy Goods Sewing—To make Cushion Covers, Handkerchief Bags, Ribbon Cases, Glove Holders, Linen Cases, Pullman Bags, etc. Regular 75c value. TO-DAY, per yard 49

ODD COLORED MADRAS CURTAIN SAMPLES, 69c EACH.

100 only Odd Colored Madras Curtains, 36 to 48 inches wide, 2 1/2 or 3 yards long; bordered both sides and bottom; pretty patterns. Worth \$5 to \$6.50 pair. TO-DAY, each... 69

FRILLED BOBBINET, 11c YARD.

Full 36 inches, good Brussels net, with lace and insertion. Regular 20c quality. TO-DAY, per yard 11

Look! Half Dozen Rogers' Ware in Case, 79 Cents, and a \$15.00 4-Piece Tea Service for \$7.89

400 only Cased Sets—Your choice of half-dozen Bread and Butter Spreaders, half-dozen Ice Cream Spoons and Forks, half-dozen Orange Spoons, or half-dozen Tea Spoons. These are all Rogers' silver-plated, in fancy patterns, so it is hardly necessary to say any more about the quality. Each half-dozen put up in a fancy lined case. Regular price up to \$2.25 set. Special TO-DAY, per set 79

12 only Four-Piece Silver-Plated Tea Sets, including Tea Pot, Sugar Bowl, Cream Jug and Spoon Holder; heavily plated, finished in bright and satin; the cream jug and spoon holder are gold lined. This is a very plain set and beautifully ornamented in hand-engraving. A tea set that will give you perfect satisfaction. Regular selling price \$15. Special, TO-DAY..... 7.89

350 dozen Dessert and Dinner Knives, 12 dwt. silver-plated, with solid handles. Regular \$4 and \$4.50 dozen. Special, TO-DAY, each 25

SIXTY-NINE CENTS

is the price at which we will offer over three hundred framed Pictures and Mirrors TO-DAY. You'll see at a glance that they're worth about three times this price. The collection is so varied that space prevents further details, but come at 8 o'clock. NO MAIL OR PHONE ORDERS.

\$5 China Pieces \$1.00

Here's a rare chance to pick up the kind of Christmas Gift that is always in good taste; and the price is astonishing:

1700 pieces Hand-Painted Kobutsu Vases, superb examples of Royal Nippon ware, Wedgwood Teapots, Royal Doulton Jugs, Bavarian Steins and Amphora Wares of various design. A superb collection, containing hundreds of pieces worth \$5.00. Every piece in the collection will be offered TO-DAY at 1.00

No phone or mail orders.

Groceries

- 2000 lbs. Finest Creamery Butter, White Clover Brand. Per lb. ... 33
- Toasted Corn Flakes, 3 packages 25
- Loaf Sugar, 3/4 lbs. 25
- Baker's Cocoa, 1/2-lb. tin ... 22
- Canned Yellow Peaches, in heavy syrup, Old Mill Brand. Per tin... 15
- Canned Corn, 3 tins 25
- Choice French Peas. Per tin... 12
- Maconochie's Pickles—Mixed, Chow and Walnuts. Pint bottle... 22
- Pure White Comb Honey. Per section 24
- One car Sweet Florida Oranges, good size. Per dozen 33
- 500 lbs. Fresh Peel Cake. Per lb. 15
- Fancy Mixed Biscuits, 2 lbs. 25
- Crossed Fish Brand Sardines, 2 tins 24
- Candy—500 lbs. Fresh Maple Butters. Regular 20c lb. Per lb. 15

IN THE DRUG STORE

- Sponges—Some of our finest quality Mandruka Sponges for the bath are to be cleared. The prices are \$2.00, \$2.50, \$3.00, \$3.50 and \$4.00. TO-DAY'S prices 33 1-3 Per Cent. Off
- Absorbent Cotton, 1-lb. rolls. TO-DAY... 25
- Peroxide Hydrogen, 1-lb. bottles. TO-DAY 25

Five Furniture Prices That Will Surprise You

Dressers—In hardwood, golden oak finish, three long drawers and bevel plate mirror. TO-DAY... 6.45

Washstands—Made to go with above dressers. TO-DAY 2.45

Wardrobes—Made of thoroughly seasoned hardwood, golden oak finish, large size, well made. TO-DAY 10.90

Combination Buffets—In hardwood, golden oak finish, conveniently arranged, with large china cabinet and lots of cupboard space. TO-DAY 17.90

Buffets—In golden oak finish, neat design, three separate cupboards, with cutlery and linen drawers. TO-DAY 14.60

The **SIMPSON** Company Limited