

# Store Opens at 8.30 a.m. These Goods Will Be Ready Then Come to Simpson's for Men's Furs and Fur-Lined Coats

How many men really know fur values? Don't they mostly take the word of a reliable house that such and such a piece will give good service and is sound value? That is the principle upon which our fur trade has been built. This fur department has no dissatisfied customers and we give below a number of characteristic reasons, which you may inspect today.



## Friday Bargain for Boys

Surprisingly good ulsters, made of a warm grey cloth, warmly lined. It's a double-breasted style, with convertible collar, two-piece belt and vent in back. Sizes 26 to 32, for boys 8 to 14 years of age. **Friday bargain price 4.49**

## Boys' Tweed Overcoats \$6.95

Smart double-breasted college ulster models, in grey check and stripe coatings, with two-way collars, natural shoulders, flap pockets, two-piece belt and vent in back; warmly lined. A fine coat for boys 8 to 16 years. Sizes 26 to 34. A real bargain at this price **6.95** for Friday, at

## Grey Chinchilla Overcoats \$3.85

Tailored in a dressy Russian style from a winter-weight chinchilla coating, in serviceable grey colors. They are double-breasted, with military collar that fastens close to the chin, loose all around belt and full fitting skirt. Fancy check linings. Sizes 21 to 28, for boys 3 to 10 years of age. A very attractive little coat. **Friday bargain price 3.85**

## Boys' Tweed Norfolk Suits

They are tailored from winter-weight tweeds, in grey stripe and check patterns. Have durable warm linings to match. Coats are in single-breasted three-button models, with pleats back and front to stitched belt, smart lapels and form-fitting shoulders. Bloomers are full-fashioned, lined throughout, and have belt loop at waist and strap and buckle at knee. Sizes 25 to 34, for boys 7 to 16 years. **Friday bargain at 4.85**

## Men's Fur Department, Main Floor, Yonge and Richmond St. Corner

- Special Men's Coon Coats, \$65.00.**  
Made from fine quality, heavily furred raccoon skins, which are well matched in color and markings, come with shawl shaped collar and lined with good quality quilted Italian lining. Special at **65.00**
- Automobile Coon Coats, \$125.00.**  
Made up specially for motoring purposes. They are half lined, making the skirt of the coat as light as possible; good quality quilted Farmer's satin lining, smart, dressy coon coat **125.00**

- quality quilted Farmer's satin, being full 50 inches long **25.00**
- Corean Beaver Coats, \$27.50.**  
Made from large, dark brown Corean skins, which have been oil tanned, making the coat soft and pliable; 50 inches long and lined with good quality Italian lining **27.50**
- Fur-Lined Coats of Southern Russian and Canadian muskrat, \$35.00, \$42.00, \$45.00, \$49.50, \$75.00, \$95.00, \$100.00, \$125.00 and \$150.00.**

- Auto Coats of coon, select skins and good quality grey satin lining. On sale Friday, bargain at 150.00**
- Fur-lined Coats, \$65.00.**  
Made from select Canadian muskrat skins, with shell of high-grade black beaver cloth, and either Persian lamb or other collar. Tailoring and trimming in every particular are first class **65.00**
- Mink-lined Coats, \$200.00.**  
Well furred Canadian mink skins, fine quality English black beaver shell, with other collar. This coat will give exceptional service **200.00**
- Black Dogskin Coats, \$25.00.**  
Made of full, heavily furred dogskins, and lined with good

- Persian Lamb Caps, \$5.50.**  
Men's Persian Lamb Caps, driver shape. A very popular and serviceable cap, made from selected piece skins, with sliding band and adjustable peak; satin lined **5.50**
- Persian Lamb Caps at \$6.50, \$7.50, \$10.50, \$12.50 and \$14.50.  
Corean Beaver Wedge Shaped Caps, with satin lining, \$2.00, \$2.50 and \$3.00.  
Fur Collars of Persian lamb at \$6.50, \$7.50, \$8.50, \$11.00, \$12.50 and \$15.00.  
Otter Collars, \$6.00, \$15.00, \$20.00 and \$25.00.  
Corean Beaver Collars **3.50**
- Fur Gauntlets.**  
Otter Gloves, \$18.00, \$22.50, \$25.00.  
Otter Mitts, \$10.00, \$15.00.  
Coon Mitts, \$6.75, \$7.50, \$8.50 and \$10.00.  
Imitation Persian Lamb Mitts, \$1.00 and \$1.95.

## Great Bargains in Men's Boots at \$2.29

250 pairs boots, in button and lace styles, in gunmetal, box kip and donkey kid leather; McKay sewn soles; full-fitting round toe shapes; military and flat heels. Sizes 6 to 8½. Regular \$3.00 and \$3.50. **2.29** Friday

## Heavy Blucher Boot at \$2.79

365 pairs Men's Blucher Boots, on popular full round toe styles, heavy standard screw soles, reinforced and sewn with wax thread. A good appearing boot, built to stand hard wear. Sizes 6 to 11. **Friday 2.79**

## Friday Bargains for Men

**Knitted Mufflers**, consisting of travellers' samples, in the lot are accordion knitted, honeycomb weaves and chain stitch styles, in a large assortment of colors and stripes. Regular 75c, 89c, \$1.00 and \$1.50 mufflers. **Friday at .59**

**Perman Scotch Wool Underwear**, made from fine Botany wool yarns. Shirts are double-breasted. Sizes 34 to 44. **Friday .73**

**Men's Negligee Shirts**, plain and fancy hair-line stripes, in blues, blacks, helio and tan, on light grounds. All are coat styles. Sizes 13½ to 17. **Friday bargain at .43**

**Men's Flannelette Night Robes**, in pink, blue, brown and grey stripes; made with collar and have large roomy bodies. Sizes 14 to 20. **Friday .75** bargain

**Crash Towelling at 6c**  
About 2800 yards of Crash Towelling, with blue border, will be cleared Friday at per yard **.06**

**Semi-Bleached Table Damask**, 64 inches wide, heavy quality. **Friday bargain .29** per yard

**White Saxony Flannelette**, 36 inches wide, nice quality. **Friday bargain .10** per yard

**Striped Flannelette**, 36 inches wide, soft and warm, pink or blue stripes. **Friday .16** per yard

**Factory Cotton**, medium weight, 36 inches wide; will give good wear. **Friday bargain .09** per yard

**Old Bleach Fine Huck Towels**, spoke hemstitched ends, beautiful quality. **Friday bargain .75** per pair

**Damask Table Cloths**, bordered designs, good bargain. **Friday 1.65**

**Hemstitched Pillow Cases**, fine quality English pairs for **1.19** Friday

**Heavy Bleached Plain Sheet**, good width, 78 inches. **Friday bargain .28** per yard

**Woolen Blankets** for double beds; size 72 x 84; warm and durable; blue borders only. **Friday bargain, per pair 3.45**

**Hemmed Honeycomb Bedspreads**, close make; size 72 x 92. **Friday bargain 1.79**

## Friday Bargains in Simpson's Christmas Show

**Fifth Floor**

**DRAWING SLATES.** With special designs. Suitable gifts to children, as they are both instructive and entertaining. Special at **2.29**

**METAL MOUNTED SOLDIERS.** In natural colored uniforms and strongly made. Special, per set **.43**

**DRUMS.** The boy's delight. Specially strong and is decorated all around with soldiers. **Friday bargain 1.35**

**CHINA TEA SETS.** Nicely decorated Japanese tea set complete. **Friday bargain .49**

**DOLLS—SPECIAL.** Canadian and American make, dressed and undressed dolls, splendid facial expressions. **Friday .49**

**Baby Dolls**, unbreakable, with moving legs and arms. **Friday special at 1.29**

**Dressed Dolls**, with long or short dresses. **Friday .49**

**Doll's Valise**, complete with doll and doll's clothes. Just the thing children delight to have. **1.29**

**GUEST TOWELS, FRIDAY 49c.** Beautiful fine Huckaback Guest Towels, made in Ireland, have damask borders. **Friday bargain, per pair .49**

**Teddy Bear**, a big bouncing bear with best quality of covering and a good squeak. **Friday bargain at 1.69**

**JAPANESE TRAYS.** Black ground with colored inlaid designs. Square shape only. Size 12 x 12 inches. **Friday .35**

**BOYS' COASTER SLEIGH.** 42 inches long, selected hardwood runners, fancy seats, spring steel shoes. **Friday .49**

**KIDDO KARS.** Medium size, varnished hardwood steering handles. **Regular \$2.00. Friday bargain 1.38**

**Hay-rack Cart**, wooden bodies and handles, stained red. **Friday bargain .19**

**DOLL CARRIAGES.** Wooden bodies, black enamel finish, folding leatherette hoods, rubber tire wheels. **Friday bargain 2.98**

**FLEXIBLE COASTER SLEIGHTS.** Varnished seat boards, steering handles, red enamel, flanged runners, 38 inches long. **Friday .120**

**TOILET SETS.** Nickel-plated Shaving Mirror, with 5½-inch beveled glass. **Regular \$1.65. Friday 1.19**

**Artistic Smoking Set**, in ebony finish, with copper finished ornaments, pipe rack, cigar and cigarette holders and drawers. **Regular \$2.25. Friday 1.69**

**Four-piece Real Ebony Manicure Set** on card, including flexible nail file, button hook, nail cleaner and tweezers. **Regular 23c. Friday .19**

**Leatherette Covered Shaving Pad.** **Regular 25c. Friday .15**

**Four-piece White Celluloid Toilet Set**, consisting of puff box, hair splasher, hat pin holder and perfume bottle. **Regular \$3.50. Friday 2.75**

**NEW RIBBON BAGS.** Handsome bags, made from short ends of high-class fancy ribbon. Well assorted in styles and colors. Suitable for fancy work, knitting or evening bags. Every one is worth much higher price. **Friday bargain, each .95**

**HANDKERCHIEF BARGAINS.** Men's White Lawn Handkerchiefs, with hemstitched borders, full size, good quality of lawn. **Friday bargain, 6 for .25**

Men's White Mercerized Handkerchiefs, 1-inch colored borders, full size, soft finish. **Friday bargain, 4 for .25**

Boys' White Lawn Handkerchiefs, mercerized finish, navy spot border. **Friday bargain, 10 for .25**

Children's Colored Border Handkerchiefs, white lawn in neat patterns. **Friday bargain, 12 for .25**

## In the Book Section of the Christmas Show

**FOOTBALL CALENDAR FOR 1917.** 52 sheets, edited by Walter Camp. Each page has some snappy remark by some football specialist. Just the thing to hang up in a man's den. **Reg. 50c. Special Friday bargain at .39**

**THE CATHOLICS' CALENDAR, 1917** 52 sheets, with the week's calendar on each sheet and favorite quotations from the leading men of the Church and State. **Boxed. Regular 50c. Friday .39**

**PRINCESS MARY GIFT BOOK.** Regular \$1.00 edition. Boxed. Several pages have colored illustrations. **Friday .29**

**MAMMOTH PAINTING BOOK.** Wonderful value. Full of designs that any child can paint. **Special on Friday at .13**

**CHILD'S GARDEN OF VERSE, BY R. L. STEVENSON.** Beautifully illustrated edition, with colored plates, splendid clear type. **Special at .45**

**Fifth Floor**



**Bring the Children to see the Mother Goose village**

There is something doing all the time to interest the children. Every child is delighted with the little figures that move about performing the acts that they read of in the Mother Goose rhymes.

**1200 Japanese Grass Mats Will Be Sold Today at 89c Each**

This was a late shipment, and rather than carry it over until next summer the agent offered them to us at our own price, which means a saving to you of 50 per cent. They are reversible, and stenciled on the one side in brown, green, red and blue colorings, and bound all round. Will stand real hard wear, and last the thing for sunrooms, etc. Size 36 x 72 in. **Regular \$1.88. Friday, each 89c**

## The Pure Food Market

Call Adelaide 6100

- MEATS.**  
1,000 lbs. Finest Sirloin Steak, **Friday, special, lb. 24**  
1,000 lbs. Finest Porterhouse Roast, **Friday, special, per lb. 25**  
Shoulder Roasts, prime beef, per lb. **.14 and .15**  
Blade Roast, tender, per lb. **.16**  
Simpson All Pork Sausage, lb. **.23**  
Smoked Ham, mild curing, whole or half, per lb. **.28**  
Breakfast Bacon, select, by the piece, per lb. **.12½**  
Finnan Haddies, smoked, lb. **.12½**  
Golden Ciscos, per lb. **.19**
- GROCERIES.**  
One car Standard Granulated Sugar in 20-lb. cotton bags, per bag **1.44**  
Choice Family Flour, 3½-bag, **1.25**  
Yellow Cooking Sugar, 6 lbs. **.50**  
Choice Cleaned Currants, 2 lbs. **.48**  
California Seeded Raisins, 2 packages **.28**  
Heather Brand Extract, assorted, 2½-oz. bottle, **25c**  
Perfection Baking Powder, 3 tins **.25**  
Mixed Pickle, per tin **.14**  
New Orleans Molasses, 2-lb. tin **.09**  
Finest Cornstarch, package **.10**  
Finest New Mixed Peas, per lb. **.49**  
Choice Shelled Almonds, per lb. **.47**  
Crisco, per tin **.47**  
No-Eg Powder, per tin **.27**  
Fresno Raisin, 4½ lb. **.25**  
Finest Pearl Tapioca, 2½ lb. **.25**  
Pure White Clover Honey, 5-lb. pail **.75**  
Prepared Pickles, assorted, 3 packages **.27**  
Quaker Oats, large round, package **.34**  
Choice Pink Salmon, tall tin **.10**  
Fresno Mixed Biscuits, good assortment, per lb. **.20**  
500 lbs. Fresh Fruit Cake, per lb. **.19**  
Toasted Cornflakes, 3 packages **.27**
- PURE CELONA TEA, PER LB. 25c.**  
1,000 lbs. Pure Celona Tea, of uniform quality and fine flavor, black or mixed, not more than 3 lbs. to one customer. **Special, per lb. .29**
- FRUIT SECTION.**  
Finest Cape Cod Cranberries, 3 quarts **.25**  
Choice Grapefruit, 4 for **.25**  
Cooking Onions, 6 lbs. **.28**  
Choice Greening Apples, 6 quarts basket **.40**

## Men's Winter Ulsters at the Bargain Price of \$9.45

These Winter Coats for Men will give excellent wear and satisfaction. They are made from strong, serviceable English tweeds, in greys and browns, in neat pattern, cut in one of the best models for Winter wear; double-breasted, 50 inches long, and two-way convertible collar; strongly tailored and well finished. Sizes 36 to 44. These are \$13.50 and \$15.00 coats. On sale **9.45** at

**Men's Business Suits \$7.95**  
Made from strong durable tweeds, in neat browns and greys. Smartly tailored in single-breasted three-button saquee style. Sizes 34 to 44. They were formerly priced at \$10.50 and \$12.00, but are on sale **7.95** Friday, at

**Special Values in Men's Bath Robes**  
They are made from that cozy warm English blanket cloth, in blue and red, grey and red and green and grey, in figured pattern. Cut in a long, loose, comfortable style, with girdle at waist. Sizes 36 to 44. **Friday, each 4.50**

**Strong Work Pants at \$1.59**  
Made from a strong worsted-finished cloth, in dark brown, with narrow stripe pattern. Cut in a good-fitting trouser and strongly tailored. They are sure to give good service. Sizes 32 to 44. **Friday bar- 1.59** gain

**Combination Floral and Butterfly Pattern Semi-Cut Glass**  
Sugar and Cream Sets, per pair **1.95**

**Eight-inch Pickle Dishes, Friday bargain, each .95**

**Handled Six-inch Bon Bon Dishes, Friday bargain .58**

**Eleven-inch Celery Trays, Friday bargain 1.00**

**Full Eight-inch Size Fruit Bowls, Friday 1.40**  
**CUPS AND SAUCERS FOR 2c**  
Thin English White Porcelain Cups and Saucers. **Regular \$1.20 dozen. Friday bargain, cup and saucer for .2c**

**SEMI-CUT GLASS BON BONS, 9c.**  
Clear, even white blanks, pretty floral and butterfly combination cuttings; six-inch size, with handle. **Friday, each .2c**

**ODD WHITE CUPS, 5c.**  
200 dozen for Friday's selling, thin white English ware. **Friday bargain, each**