

STARTS SATURDAY, JANUARY 11th

THE GREAT ALTERATION SALE

AN ALTERATION SALE for the purpose of reducing our enormous stock of Men's and Boys' Clothing, Furnishings, Hats and Shoes—before starting on the alteration of our store front, which will entail the loss of business for a number of weeks. Never before in the history of merchandising were such bargains as we offer at this sale. We closed our store all day Friday, January 10th, to enable our salesmen to prepare for the greatest sale in the recollection of the citizens of Toronto. This is not a sale of a few shop-worn or old "odds and ends," but the cream of our stock is at your disposal at the lowest prices ever offered by us—the Pioneers of Moderate Profits on Clothing. Key your expectations up to the highest pitch—expect to find bigger bargains than were ever offered here or elsewhere—then come Saturday morning, or as soon after as you can, and the bargains that meet your gaze will surprise you. Money back on anything purchased during this sale **if goods are not satisfactory.** Goods delivered to any part of Toronto.

Men's Underwear, Shirts, Gloves, Neckwear, etc.

The prices on these lines are put on, not for the purpose of bringing you to our store, but to sell them. Some people think when they get customers in the store they will trust to their bombast and sell the merchandise. Our lines will do their own selling with these prices attached.

- Men's Ties**
MEN'S SILK FOUR-IN-HAND AND BOW TIES; regular price \$1.25; sale price **1.15**
MEN'S AUSTRIAN NEGLIGE SHIRTS, best quality madras; regular price \$1.50 and \$1.75; sale price **1.15**
MEN'S BOW TIES
MEN'S BLACK SILK AND SATIN BOW TIES; regular price 25c; sale price, three for **25**
MEN'S FANCY SILK BOWS, hook-on style; regular price 15c; sale price twelve for **25**
- Men's Underwear**
MEN'S CELEBRATED WOLF BRAND UNDERWEAR, heavy all wool; regular price \$1.50; sale price **95**
MEN'S SCOTCH ALL WOOL UNDERWEAR, double breasted, heavy weight; regular, 50c and 75c; sale price **39**
- Sweaters**
MEN'S ALL WOOL SWEATERS; regular price \$1.00; sale price **39**
MEN'S ALL WOOL WHITE SWEATERS, suitable for skating; regular price \$1.25; sale price **89**
MEN'S ALL WOOL SCOTCH UNDERWEAR, good, heavy weight; regular price 75c and 95c; sale price **69**
MEN'S CRASH TOWELING BATH ROBES, cord and tassel, full sizes; regular price \$3.50; sale price **1.50**
- Men's Gloves**
MEN'S ENGLISH MOCHA GLOVES, wool lined; regular price \$1.25 and \$1.50; sale price **75**
MEN'S BUCK GLOVES, with fur tops and wool lined; regular price \$1.75; sale price **95**
- Auto Gauntlets**
MEN'S AUTO GAUNTLETS, with all wool wristlets, just the thing for "auto" use or driving; regular price \$2.50 and \$3.00; sale price **1.50**
- Lounging Robes**
Closing out entire stock of LOUING ROBES; choice for **2.95**
Regular prices \$7.50 to \$10.00.
- Neglige Shirts**
MEN'S NEGLIGE SHIRTS, cuffs attached and detached, neat stripes and figures, in madras and percales; regular prices \$1.00 and \$1.25; sale price **75**
MEN'S NEGLIGE SHIRTS, neat patterns, in madras and percales; regular price 75c; sizes 16 and 17; sale price **25**
- Men's White Dress Shirts**
MEN'S FINE FULL DRESS SHIRTS, regulation style; regular price \$1.50; sale price **1.15**
MEN'S WHITE DRESS SHIRTS, slightly soiled; regular prices \$1.00 and \$1.25; sale price **39**
MEN'S WHITE UNLAUNDERED SHIRTS, sizes 14 and 16 only; regular prices 35c and 50c; sale price **19**
MEN'S SUSPENDERS, good, strong elastic web; regular prices 25c and 35c; sale price **19**
- Men's Flannelette Shirts**
MEN'S FLANNELETTE SHIRTS, medium weight; regular price 39c; sale price **19**

Cigar Department

- Genuine French Briar Pipes in crocodile leather cases; imported stock; clearing out entire stock at, each **50**
- Long Stem Briar Pipes, vulcanite mouthpieces **35**
- Gold Crown Cigarette Tobacco, special, three packages for **5**
- Box of 10 Creme de la Creme **50**
- Box of 10 Rothschilds **50**
- Box of 10 Chamberlains **75**
- Box of 25 Favorita **1.00**
- Box of 25 Magi **1.00**
- Box of 25 Beresford **1.25**
- Box of 25 Manual Victor **1.25**
- Box of 25 El Dia Clear Havana, four for 25c
- Box of 50 Ida Cigars **89**
- Box of 50 Uniform Cigars **89**
- Box of 50 The Master **1.00**
- Box of 100 Parkdale **2.50**
- Canadian Smoking Roll, regular 10c; clearing at **5**

Here's a Pretty Bargain in Men's Suits

"Odds and ends" left from sold out lots, worth from \$6.95 to \$12.00. **2.95**
First come, best pickings. Choice for **2.95**

THE SUITS ARE MADE IN TWEEDS AND CHEVIOTS

- MEN'S SINGLE AND DOUBLE BREASTED SUITS, in dark patterns, in all wool tweeds, chevots and worsteds; not a suit in the lot that isn't worth twice what we ask for it; regular prices \$10.00, \$12.00 and \$15.00; sale price **4.95**
- MEN'S FINE SUITS, in Scotch and English tweeds and worsteds, cut in latest style, trimmed in first-class manner, our own make, an enormous stock to select from; regular price \$10.00 to \$15.00; sale price **6.98**
- BLUE AND BLACK SERGE SUITS, single and double breasted style; the chance not often had to buy this class of garment at this price; regular price \$8.50 to \$10.00; sale price **4.95**

Men's Suits, Overcoats, etc.

We can truthfully say these are the biggest bargains we have ever offered in our business history—not a little bunch of "odds and ends" to select from, but stack after stack of garments to make a selection an easy task—our only object is to reduce our stock before our alterations begin. Come early, and when you see the economic advantage of this sale—you won't be sorry you read this advertisement.

- MEN'S TWEED ODD COATS; regular prices \$5.00 to \$7.00; sale price **1.50**
- MEN'S STORM REEFERS, blue all wool tweed and grey frize, deep storm collars; sizes 35 to 44; regular price \$7.50; sale price **4.95**
- MEN'S SINGLE AND DOUBLE BREASTED OVERCOATS, grey cheviot, lined with twill Italian cloth, silk velvet collars, full length; regular prices \$9.00 and \$10.00; sale price **6.50**
- MEN'S SINGLE AND DOUBLE BREASTED OVERCOATS, all wool Scotch tweed, heather mixtures and dark grey and brown shades; regular prices \$8.00, \$10.00 and \$12.00; sale price **4.95**
- MEN'S SINGLE AND DOUBLE BREASTED OVERCOATS, made in heavy Scotch tweeds, black ground with small plaid stripe, swell garments—our own make, velvet collars, full length; sizes 35 to 44; regular prices \$11.00 and \$12.00; sale price **6.95**
- MEN'S DOUBLE BREASTED ULSTER OVERCOATS, all wool Scotch tweed and Irish frize, full length; regular prices \$9.00 and \$10.00; sale price **5.95**
- MEN'S FINE QUALITY BLUE AND BLACK SERGE SUITS, single and double-breasted style, tailored in first-class style, the product of our own tailor shops; regular price \$10.00 and \$12.00; sale price **6.98**
- MEN'S PRINCE ALBERT COATS AND VESTS, made in imported twill, tailored as fine as first-rate tailors know how; regular price \$15.00; sale price **10.50**
- MEN'S PRINCE ALBERT COATS AND VESTS, made in all-wool cheviot, custom made and trimmed; regular price \$18.00; sale price **12.50**
- Men's Trousers**
OVER 200 PAIRS OF IMPORTED WORSTED TROUSERS, in neat stripes, in dark colors; regular price \$3.50 and \$3.75; sale price **1.98**

Men's Boots and Shoes

After our alterations our Shoe Department will be on the Ground Floor instead of in the Basement and we have to do some big selling to reduce our stock as we would like it.

- BLACK ROMEO; regular price \$2.25; sale price **1.50**
- Tan, Romeo; regular price \$2.25; sale price **1.50**
- PATENT SLIPPER, Opera cut; regular price \$1.75; sale price **1.35**
- BLACK VICI SLIPPER, Opera cut; regular price \$1.75; sale price **1.25**
- MEN'S HOUSE SLIPPERS, black, Romeo; regular price \$1.75; sale price **1.25**
- MEN'S PATENT AND ENAMEL BALS, all sizes from 5 1-2 to 11; regular price \$3.50 and \$4.00; now **1.98**
- BLACK ALLIGATOR SLIPPER, Everett cut; regular price \$5; sale price **60**
- MEN'S BOX CALF BALS, all sizes, from 5 1-2 to 11; regular price \$3.50 and \$4.00; now **1.98**
- MEN'S DONGOLA BALS, all sizes, from 5 1-2 to 11; regular price \$3.50 and \$4.00; now **1.98**
- BOYS' BOX CALF BALS, good for either light or heavy wear; regular price \$1.50; now **1.15**
- MEN'S RUBBERS, large sizes (10, 10 1-2, 11); regular price 85c, 90c and \$1.00; now **65**
- BLACK ALLIGATOR SLIPPER, Everett cut; regular price \$5; sale price **60**
- TAN ALLIGATOR SLIPPER, Everett cut; regular price **1.00**
- DONGOLA SLIPPER, Everett cut; regular price **1.00**
- FANCY CARPET SLIPPERS; regular price \$1.25; sale price **1.00**
- MEN'S SLIPPERS, for evening wear, patent, Oxford, turn sole; regular price \$2.25; now **1.50**
- MEN'S HEAVY BUFF BALS, good serviceable working boots, all sizes; regular \$1.75 and \$2.00; now **1.25**
- MEN'S BUFF BALS, all sizes; regular price \$1.50; now **1.15**

Clothing for the Boys

Bring the boys and have them clothed better and cheaper than ever before. There are none better than Jamieson's-made Boy's Clothes.

- BOYS' FINE TWILLED SERGE 3-PIECE SUITS, in black and navy, sizes 24 to 31; regular price \$6.50; sale price **3.50**
- BOYS' FINE SERGE SUITS, sizes 28 to 33, in black and navy; regular price \$3.75, \$4.25; sale price **4.75**
- BOYS' NORFOLK AND SAILOR SUITS, in tweeds and serges, sizes 22, 23, 24; regular prices \$3.00 to \$3.75; sale price **1.00**
- NORFOLK SUITS, sizes from 24 to 33, in tweeds and navy cloths; regular price \$3.50 and \$5.50; sale price **1.98**
- BOYS' BUSTER BROWN OVERCOATS, in grey and brown; regular prices \$3.75, \$5.00; sale price **2.95**
- YOUTHS' LONG PANTS, in greys and striped tweeds and worsteds; regular prices \$1.75 to \$3.00; sale price **1.00**
- BUSTER BROWN SUITS, in brown and green colorings, mixed all-wool tweeds; regular price \$4.50 to \$6.25; sale price **2.95**
- Fitting boys from 3 to 7 years.
- LITTLE BOYS' FANCY TWEED SUITS, various styles, in assorted patterns; regular price \$4.50; sale price **2.50**
- Fitting boys from 3 to 9 years.
- BOYS' 3-PIECE SUITS, in light, medium and dark all-wool tweeds; regular prices \$5.50, \$6.50; sale price **3.50**
- Sizes 25 to 33.
- BOYS' BUSTER OVERCOATS, in light blue, navy and green-striped tweeds; regular \$4.95 and \$5.95; sale price **3.50**
- Fitting boys from 3 to 7 years.
- BOYS' GREY MELTON SKATING COATS; regular price \$3.50; sale price **2.95**
- CHILDREN'S GREY TWEED OVERCOATS, sizes 22, 23, 24; regular price \$3.50; sale price **1.98**
- YOUTHS' GREY CHEVIOT OVERCOATS; regular prices \$5.50 to \$7.50; sale price **3.50**
- BOYS' AND YOUTHS' SKATING COATS, grey cheviot; regular \$3.50 and \$3.85; sale price **2.50**
- Sizes 28 to 35.
- YOUTHS' OVERCOATS, in striped tweeds, also black, grey and navy; regular \$7.50 and \$7.75; sale price **4.95**
- Sizes 31 to 34.
- YOUTHS' (Imported Tweed) OVERCOATS, with and without velvet collars, a coat with all the style of a made-to-measure garment; regular price \$11.00; sale price **5.50**
- Sizes 33 and 34.
- YOUTHS' OVERCOATS, in melton, beaver and cheviot cloths, black, blue and grey, long coats, with velvet collars, sizes 32, 33, 34; regular price \$10.00; sale price **6.50**
- YOUTHS' OVERCOATS, black, grey and navy; beaver cloths, stylishly made; regular \$8.50; sale price **5.95**
- Sizes 30, 31, 32, 33, 34.
- FANCY HONEYCOMB SKATING TOQUES, heavy make, in cream, crimson, navy and black; regular price 50c; for **25**
- GAUNTLET MITTENS, in black and grey Astrachan; regular prices 65c and 75c; now **50**
- BLACK LEATHER GAUNTLETS, regular price 50c; sale price **35**
- BOYS' OXFORD WRAPS, usual price 50c and 75c; sale price **19**
- BOYS' MUFFLERS; regular price 50c; for **25**
- BOYS' SAILOR CAPS; regular price 75c; for **25**
- CHILDREN'S PERSIAN LAMB CAPS; regular \$2.75; sale price **1.50**
- BOYS' SHIRT WAISTS, \$1.50; for **50**
- BOYS' NEGLIGE SHIRTS, sizes 12 1-2, 13, 13 1-2, 50c; for **25**
- BOYS' BLACK HOSE, heavy make, sizes 8 and 8 1-2, 50c; for **35**
- BOYS' FANCY TOP HOSE, sizes 7 1-2, 8 and 8 1-2, 50c; for **25**

Youth's Overcoats and Suits

- YOUTHS' BROWN STRIPE TWEED OVERCOATS; regular price \$7.00; sale price **4.95**
- Sizes 33 and 34.
- YOUTHS' LONG PANT SUITS, double and single-breasted, in navy serge and tweeds; regular prices: \$6.50, sale price \$3.25; \$7.50, sale price \$3.75; \$8.50, sale price \$4.25; \$9.00, sale price \$4.50; \$10.00, sale price \$5.00; \$11.00, sale price **5.50**
- Sizes 33 to 35.

Men's Hats and Caps

at even less than cost. This seems exaggerated but you'll find the truth is told when you see them.

- MEN'S SOFT AND STIFF FELT HATS, English fur-felt, solid silk trimmings; regular price \$1.50 and \$1.75; sale price **95**
- MEN'S SOFT AND STIFF FELT HATS, English make, medium shapes, silk trimmings; regular price \$1.25; sale price **59**
- MEN'S WINTER CAPS, heavy black serge, bull-down bands; regular price 25c; sale price **19**
- MEN'S WINTER CAPS, heavy tweed and corduroy, pull-down bands; regular price 50c; sale price **39**
- MEN'S WINTER CAPS, pull-down bands, heavy blue serge; regular price 50c, 75c; sale price **25**

BRING THIS PAGE WITH YOU SO YOU WILL NOT OVERLOOK ANY OF THE RARE BARGAINS OFFERED

A SQUARE DEAL

PHILIP JAMIESON

YONGE STREET—AT QUEEN

AT ROUNDED CORNER

Sale Starts Saturday, January 11th, and Continues for Ten Days