

SIMPSON

Store Opens 8 a.m.

Closes 5.30 p.m.

H. H. FUDGER, President. J. WOOD, Manager

Probabilities—Fine and Cold.

SIMPSON

Interesting Midwinter News From the Simpson Store



The Protection That Men Need Now---and at the Lowest Prices

\$22 Heavy Tweed Overcoats and Ulsters for \$9.95

\$55 Fur-Lined Overcoats for \$39

The Value of a Bold Front

Times without number a Bold Front carries the day. The best of us have, in vulgar parlance, to "hang a bluff" and put on a bolder front sometimes than we really feel. But the bold front to which we now allude has to be the real genuine article requisite to meet the wintry blast, the freezing wind and the icy sleet. There are just two things which are absolutely necessary to enable us to get even with rough old winter. Firstly, a good square meal; secondly, a good warm coat. You go home to get the former (we can help you to go in comfort) and on Thursday you go to Simpson's to get the latter.

"Grippe"-proof Overcoat

If we say that we are offering a \$22 overcoat for \$9.95 (less than half price) and that it is the best value in Toronto, you may consider it a pretty broad statement but we know whereof we speak and such are the facts.

On Thursday we are having a **Cleaning Up of Broken Lines** and

Underclothes That Insure Comfort and Warmth

Regular to \$2.00, Thursday 89c

400 Men's Garments of fine Scotch wool, the well known Britannia Brand. This brand has earned for itself a great reputation for warmth and wear. Double-breasted undervests, some double-breasts and backs. All sizes. To clear Thursday 89c.

Indispensable Sweater Coats

Regular to \$1.50, Thursday 89c

1000 Men's Wool Sweater Coats, waistcoat style, edges and pockets trimmed with finer quality wool; perfect in every way; some are elastic rib knit; others flat knit; colors grey, trimmed with navy or cardinal, and navy with cardinal. To clear Thursday 89c.

Special Offering in Our Men's Custom Tailoring Dept.

For \$18.95 you may have made to your measure a suit worth from \$24.00 to \$32.00. We give you your choice of practically all our fall and winter fabrics, also a few spring and tropical weights.

Fully 150 suit lengths fine imported fall and winter fancy suitings, also a few spring and summer weights in all the newest designs and colorings, no two alike. French and English worsteds and Scotch tweeds imported specially for our custom tailoring trade and sold regularly at \$24.00, \$25.00, \$26.50, \$28.00, \$29.00, \$30.00 and \$32.00.

On sale Thursday, made to your order in single or double breasted sack style for \$18.95.

These suits will be strictly custom tailored in a first-class manner by men tailors, with first-class trimmings to match. Fit and satisfaction guaranteed or your money refunded.

See Page 2 for Special Sale of Women's Boots

The **SIMPSON** Company Limited

these coats are going at \$9.95. Following are a few particulars, but **Come and see them.**

Regular up to \$22, Thursday \$9.95.

Broken Lines of Regular Stock. Single and Double-Breasted Ulsters in Heavy Tweeds and Fancy Cloths, made up with convertible collars. Black Meltons and Fancy Kerseys in brown, fancy dark stripe effect. Made in single-breasted Chesterfield style, velvet collar, splendidly tailored and beautifully finished throughout, sizes 35 to 44. To clear Thursday, \$9.95.

Fur-Lined Overcoats, Regular \$55, Thursday \$39.

Fur-lined Overcoat with shells of fine English Beaver, lined throughout with selected muskrat skins, very best of tailoring and trimming. Persian Lamb or Otter collars. Thursday, \$39.

75 Boys Chesterfield Overcoats, Regular to \$6.50, To Clear at \$4.69

Boys' Overcoats, made up from an all wool black cheviot finished English frieze, a fine heavy material with a slightly unfinished surface, cut in single-breasted Chesterfield style, loose and roomy, lined with a twill mohair lining, and finished with black velvet collars, sizes 28 to 34, to clear Thursday at \$4.69

Winter Gloves and Socks at a Reduction

Doctor's free advice is "keep the extremities warm." If you do this you will in all probability be able to dispense with any further advice from him. These gloves and socks will help you.

50 dozens Heather and Scotch Knitted Woolen Gloves for men, medium fancy shades, finest yarns, closely knitted, all sizes, close fitting elastic wrists, regular selling 50c. Price for quick selling 25c.

20 dozen Men's Fine Wool Lined Winter Gloves, odds and ends from our regular \$1.25 and \$1.50 suede kid and leather stock, all sizes in the lot, but not in one line. Price for quick selling 98c.