

Simpson's Will Remain Open Tonight Till 10 o'Clock--These Values for Today

22,000
Men's All Silk Neckties
Wonderful Xmas Sale Today, 8.30 a.m.

47¢

75c, \$1, \$1.25, \$1.50, \$2 Kinds

The sale surpasses in quality and quantity any event of the kind ever held in Toronto during the year. It was an amazing purchase, and we struck it rich!

Choose from an infinite variety of patterns—literally thousands of beautiful designs in all-over floral, club and Roman stripe effect.

Stylish flowing ends and easy sliding neck bands. Blues, greys, brown, helio, gold, greens, mauve, and exquisite combination colorings, and black.

Promptly at 8.30 a.m. the great selling begins. First comers, of course, will have the advantage of selection, although the 22,000 neckties are sufficient for a day's selling.

Men's Store,
Yonge and Richmond Streets.

75 Men's and Young Men's Overcoats at \$19.95

Popular models—Chesterfield, both fly-front and button through trencher, with all-around belt, the slip-on and ulster. Developed in melon cloths—grey and black chevots, and heavy coatings. Shades of brown, grey and mixture effects. Have wool twilled linings. Sizes 35 to 44—\$19.95.

Suits for the Younger Young Man—Developed in trencher sacque model, with all-around belt and military pockets. Material is rich brown, all-wool, mill-finished worsted. Sizes 33 to 36. Price \$24.00.

Men's Fancy Vests
Samples of best American makes. Most fashionable fabrics and shades. Sizes 34 to 48—\$4.50 and \$5.50.

Men's Dressing Gowns, \$9.50

Of blanket cloth, in brown, grey, blue, green and red. Novelty figured patterns. Sizes 36 to 46—\$9.50.

Evening Shopping

Store will remain open TONIGHT till 10 o'clock. Also on FRIDAY and SATURDAY nights till 10 o'clock.

Christmas Week

Store will remain open on MONDAY night till 10 o'clock. On TUESDAY (Christmas Eve) store will close at 5.30 p.m.

Boys' \$10.50 to \$13.50 Suits Reduced to \$8.95 Today

Blue and white hairline chevots—grey and black broken checks and stripes in worsted finish materials. Fawn and black homespuns and brown and fawn striped tweeds. All-around loose belted models and semi-Norfolk styles. Not every size in each pattern, but all sizes are represented. Sizes 28 to 35, 10 to 17 years. Today, 8.30 special, \$8.95.

Wanted HIGH SCHOOL BOYS

Preferably with Experience in Men's Furnishings, Stationery, Books and Jewelry. Apply 4th Floor.

Handsome Axminster Rugs, \$35 and Up

Beautiful rugs in luxurious colorings, including taupe and black, Chinese, old rose, gold and blue, rich Turkey reds and browns, and other Oriental effects. Size 6'9" x 10'6" at \$75.00 each; size 4'6" x 7'6" at \$35.00 each.

Congoleum Rugs
Made in one piece, well seasoned, good rug designs. Size 9' x 9' at \$12.50 each; size 9' x 10'6" at \$15.00 each; size 9' x 12' at \$18.50 each.

Inlaid Linoleum at \$1.85 Yard
Large quantity of well seasoned inlaid linoleum at the old price. Variety of designs for different purposes at, square yard, \$1.85.
Simpson's—Fourth Floor.

Welcome Gift Suggestions
Axminster Rugs, Oriental patterns, size 2' 3" x 4' 6", at, each, \$3.95.

Hassock, strongly made in Wilton and Brussels quality, at 75c and 95c each.
Bissell's Carpet Sweepers, always reliable. Special, each, \$3.36.
English Wilton Rugs, extra fine quality, 2' 3" x 4' 6", at, each, \$7.75.
Kitchen Rugs, strongly made, fringed ends, 2' 3" x 4' 6", at, each, \$1.49.
Washable Bath Mats, reversible, blue and white tile patterns, at, each, \$4.65.
Reversible Smyrna Rugs, heavy quality, Oriental colors. Size 2' 3" x 4' 6", at, each, \$4.95.
Novelty Rugs, washable dainty chintz effects, 3' x 5' 2", at, each, \$3.50.

Give Her a Utility Box for Christmas

Cedar, matting or chintz covered bedroom boxes are most acceptable gifts. Choose one today from these splendid values:—

CHINTZ COVERED BOXES, \$6.00 EACH—Size 36 x 20 x 15 inches. Big assortment of newest chintz coverings, well padded top and strong castors.

MATTING COVERED BOXES, \$7.95 EACH—Size 40 x 18 x 15 inches, made of white pine-wood and covered with good quality matting.

RED CEDAR CHESTS, \$19.50 AND UP—Splendid construction of selected Tennessee red cedar, beautifully polished. Absolutely moth and dust proof:—

Size 38 x 19 x 18 inches. Each, \$19.50
Size 38 x 18 x 19 inches. Each, \$21.50
Size 40 x 20 x 18 inches. Each, \$27.50

WHITE CEDAR BOXES, \$5.75 AND UP—Selected British Columbia cedar, covered with Japanese matting:—

Size 27 x 15 x 14 inches. Each, \$5.75
Size 40 x 19 x 15 inches. Each, \$8.75
Size 48 x 19 x 16 inches. Each, \$12.25

CHINTZ BOXES MADE TO ORDER—Select the chintz from our immense stock and we will make the box for you and deliver it any time before Christmas. Boxes (not including chintz), size 36 x 20 x 15 inches, at \$4.25.

Suit Cases \$4.95--Pictures \$1.98--8.30 a.m. Sales

SUIT CASES, \$4.95—Deep square model, reinforced corners, swing handle, strong fibre or metal frame, shut pockets, good lock and fast. Two heavy outside straps, sizes 24 and 26. Special, \$4.95.
PICTURES, \$1.98—Handsomely treated photogravures of English landscapes in dark-toned quartered oak, with gilt lining. Outside size 16 x 23 inches. For living or dining-rooms, \$1.98.

The **SIMPSON** Company
Robert Limited



Come in Today and Hear The Genuine Victrola Play Your Favorite Music as You Like It

*Simpson's Phonograph Rooms Afford Every Facility
in the Inspection and Selection of Various Models.*

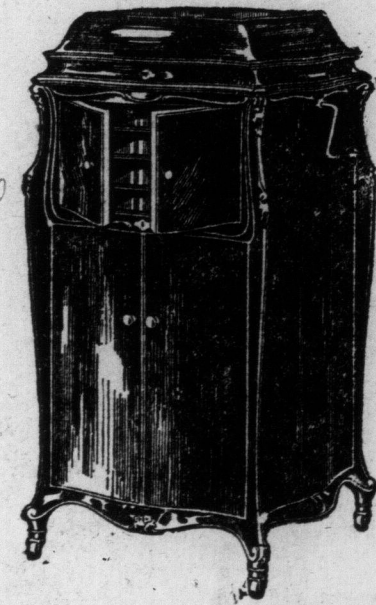
The fidelity of every note and the exquisite beauty of the blended tones in Victrola music reproduction are truly remarkable. Another thing: If you've shopped around you'll know how scarce are these genuine Victrolas—and getting scarcer every day. Wise are they who anticipate their purchase and decide today. The convenient, deferred payments offered by

THE HOME-LOVERS' CLUB

will help you materially in the purchase of your Victrola. This service requires but a first nominal deposit at the time—the balance payable during an arranged period. Ask about it.

Hear the Christmas Carols

- 35412—12-in., \$1.50.**
White Shepherds Watched
It Came Upon the Midnight Clear
The bright, clear music of "White Shepherds Watched" rings out beautifully from this favorite record. The bells that usher in "It Came Upon the Midnight Clear" are wonderfully rich.
- 35594—12-in., \$1.50.**
Angels From the Realms of Glory
Oh, Little Town of Bethlehem
"Angels From the Realms of Glory" sounds particularly effective in this familiar record. Equally varied effects are achieved in "Oh, Little Town of Bethlehem."
- 35661—12-in., \$1.50.**
Sing, O Heavens
It Came Upon the Midnight Clear
"Sing, O Heavens" is a well-known Christmas anthem by Berthold Tours. "It Came Upon the Midnight Clear" is one of those ever-delightful anthems Sir Arthur Sullivan used to write in between his comic operas, such as "Pinafore."
- 45145—10-in., \$1.25.**
Holy Night (Cantique de Noel) (with Lyric Quartet)
Silent Night, Holy Night
The carols have been so generally adopted in all American churches, and so beautifully express the Christmas spirit, that they have come to possess the ubiquitous character of the folk-song, which is at home anywhere, because it satisfies a universal need.
- 16996—10-in., 90c.**
Oh Come, All Ye Faithful (Adeste Fideles)
Joy to the World
"Oh Come, All Ye Faithful" is one of those Christmas hymns whose very sound brings back a whole flood of happy Christmas recollections. "Joy to the World" was adapted from one of Handel's compositions to words of Isaac Watts, by Lowell Mason, the great American musical pioneer.



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